RCMP
ROYAL CANADIAN MOUNTED POLICE

GAZETTE

SERVING THE POLICE COMMUNITY SINCE 1938

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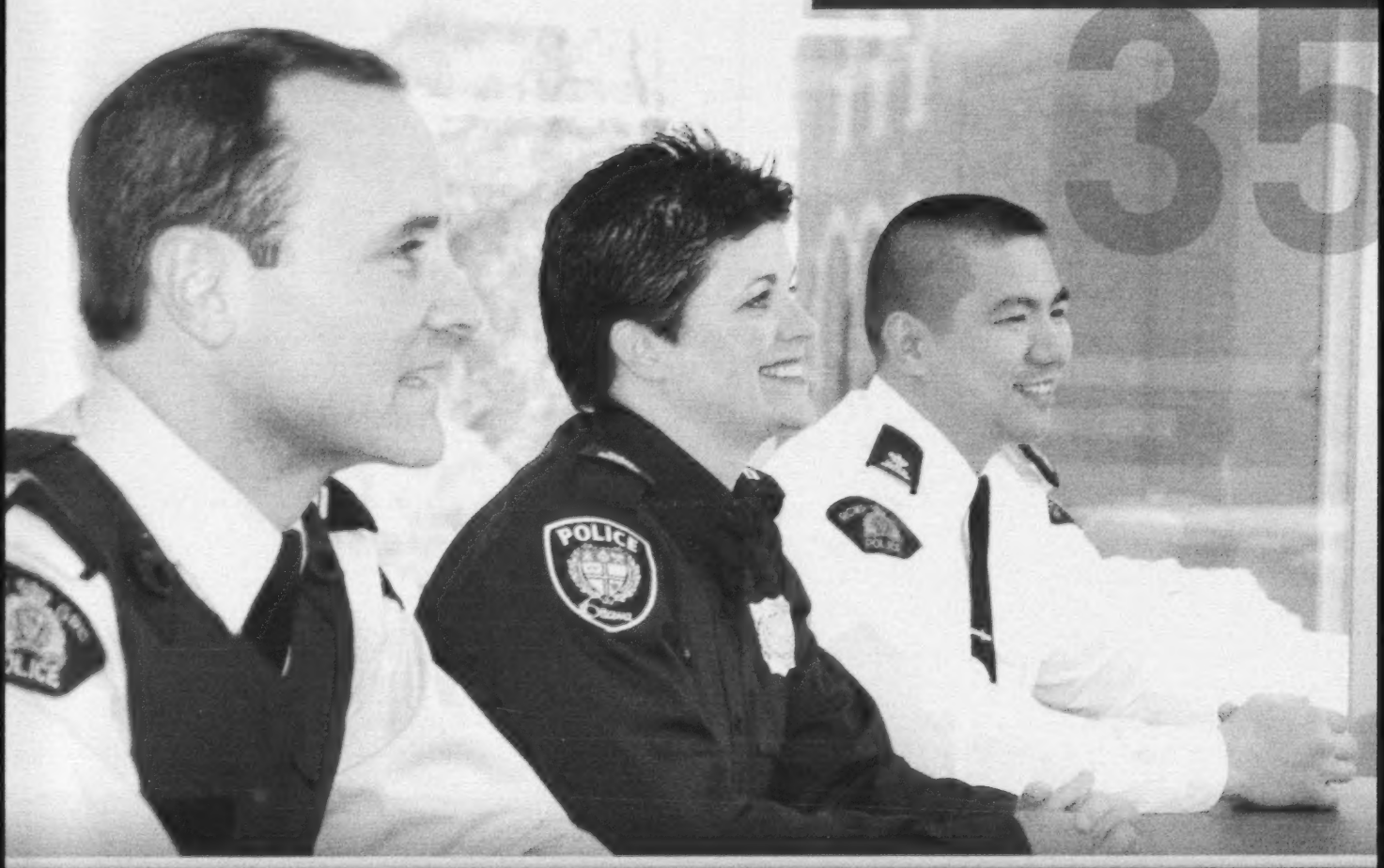

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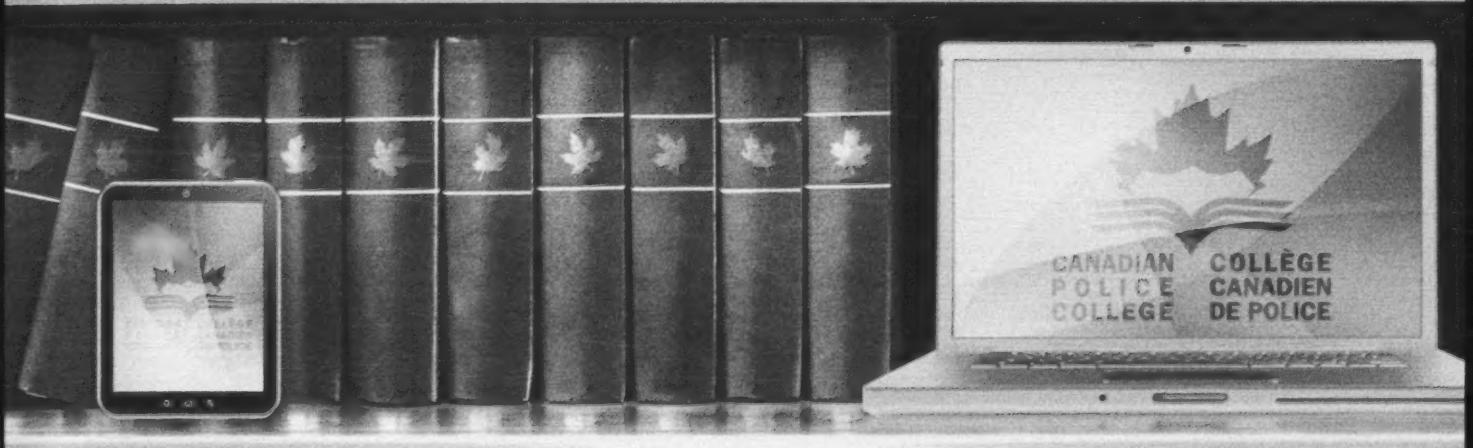

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GAZETTE
Serving the police community since 1938
Vol. 73, No. 3, 2011
A Royal Canadian Mounted Police Publication

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REDEFINING THE MEDIA

The relationship between police and the media has traditionally been a symbiotic one. Reporters need the police to provide all the facts that are fit to print, broadcast — and now upload and post — and police need the press to disseminate crucial crime prevention and public safety information.

Or do they? As some of the articles in our cover section suggest, police are using new media and social networking sites to bypass the press altogether and communicate directly with those they serve.

This hasn't come without its challenges, however, especially for agencies that don't have policies in place to regulate social media use. As the Toronto Police Service explains, the key is building an effective strategy.

As you'll read, while these sites are also providing investigators with a treasure trove of personal data that doesn't necessarily require specialized skills to access, they're offering others a means to organize criminal activity, such as the flash robs of the recent London riots.

Because the relatively new phenomena of Facebook, Twitter and the like are having an impact on how many police agencies investigate, operate as well as interact with the press and the public, we've extended our definition of media beyond traditional journalism to include social media.

For us, modern media also encompasses the world of entertainment because, while the news influences public opinion, popular culture can shape the image of the profession and create unrealistic expectations of the police process.

Gazette writer Sigrid Forberg explores the history of the RCMP in radio, film and television and how Hollywood has helped cement the cliché of the polite Mountie — be it heroic or hapless — perpetually dressed in regimental red serge.

We also touch upon the effect television shows such as *CSI* are having on juries and how a new website is working to educate the American criminal justice community on how to draw the distinction between entertainment and reality, and reeducate jurors.

On the flip side, our interview with the technical advisor of TV's *Flashpoint* demonstrates how some in the entertainment industry are working to achieve realism in their storytelling by drawing on real-life police experiences.

But we haven't glossed over the role traditional journalism plays. We also report on how the RCMP is proactively reaching out to the media, while our panel discussion debates the ideal relationship between police and the press.

Outside of the cover section, we look at the Los Angeles County Sheriff's Department's education-based discipline model, which focuses on correcting the underlying behaviour that has led to police suspensions.

We also revisit the debate on investigative interviewing. This time we hear from Cst. Mike Stinson of the Greater Sudbury Police Department, who questions Canadian practices and training and suggests that the British may provide a model to follow.

And finally, we examine a groundbreaking technique developed by the Santa Cruz Police Department that uses the principles of predicting earthquakes to prevent crime.

But crime isn't always predictable. As this issue shows, that's why working with the media — both old and new — and smartly using social networking to communicate timely, accurate information is all the more important to help prevent it. ■

— Richard Vieira

GAZETTE

PUBLISHER: Nancy Sample

EDITOR: Richard Vieira

WRITERS: Sigrid Forberg, Caroline Ross

CONTRIBUTING WRITERS: Mallory Procunier

GRAPHIC DESIGN: Alexandre Guilbeault

ADMINISTRATIVE SUPPORT AND CIRCULATION: Sandra Levett

TRANSLATION: RCMP Translation Services

PRINTING: Performance Printing

GAZETTE EDITORIAL BOARD: S/Sgt Lori Lynn Colbourne, Insp Craig Duffin, Sam Jaroudi, Dr. Roberta Sinclair, Dr. Brian Yamashita

The Gazette (ISSN 1196-6513) is published in English and French by the National Communication Services of the Royal Canadian Mounted Police in Ottawa. The views expressed in any material published in the magazine or in its online version are those of the authors and do not necessarily reflect the official opinion of the Royal Canadian Mounted Police.

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Canada Post Publications Mail Agreement 40064068. The Gazette is published four (4) times a year and is issued free of charge on a limited basis to accredited police forces and agencies within the criminal justice system. Personal subscriptions are not available.

The Gazette welcomes contributions, letters, articles and comments in either official language. We reserve the right to edit for length, content and clarity.

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HOW TO REACH US:

Editor: RCMP *Gazette*
73 Leikin Drive,
M-8 Building, 1st Floor, Room 801
Ottawa, ON K1A 0R2
CANADA

Phone: 613-843-4570
E-mail: gazette@rcmp-grc.gc.ca
Internet: www.rcmp-grc.gc.ca/gazette

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NEW ALERT SYSTEM FOR LOST SENIORS

Statistically, six out of 10 seniors with cognitive impairments will wander from their homes at least once during their illness. The province of Ontario is now taking steps to ensure that when this does happen, patients will be discovered safely and returned home quickly.

The Silver Advisory program, modeled after the Amber Alert program for abducted children, is being developed with various health and seniors interest groups as well as with police forces and the Ontario Broadcasters Association. It is the first provincial program of its kind in Canada.

Ontario's Minister Responsible for Seniors Sophia Aggelonitis initially introduced the program in a private member's resolution in 2009.

And the idea has since been developed into a program expected to begin in early 2012.

Aggelonitis, whose grandmother had Alzheimer's, says this kind of program will provide the kind of reassurance families need.

"Nothing is worse than that moment when your loved one who has Alzheimer's or another form of dementia wanders," says Aggelonitis. "Having such a program in place will not only help to find the senior, but will also help reassure the family that the whole community is out there looking."

Ontario Provincial Police Sgt. Steve Montpetit, Ontario's Amber Alert co-ordinator, has been participating in the consulting and planning of the program with the government.

He says once a person with dementia or a cognitive disorder has wandered once, their likelihood of wandering again greatly increases.

However, Montpetit says an elderly person is unlikely to wander more than 2.4 km from their home, which means one of the most important components of these advisories is education and awareness for family members and community residents.

With this knowledge, family can take preventative measures or neighbours can stay alert and situations can be resolved faster, more efficiently and sometimes without ever having to call for police assistance.

"We're here to respond, we're here to assist," says Montpetit. "But if we can minimize the need for a police response, that's going to be a dramatic savings for us and we can put those resources elsewhere in the communities." ▪

— Sigrid Forberg

BRINGING CRIME REPORTING ONLINE

Halifax Regional Police (HRP) is one of a growing number of Canadian police agencies to launch an online incident reporting system for victims of crimes not in progress.

The Halifax OnLine Reporting System allows residents and businesses to report non-dispatch crimes such as theft, mischief, property damage and fraud to police 24/7, using simple fill-and-submit forms on a secure Internet site. Reporting parties receive case numbers for insurance purposes and are contacted by an officer if further investigation is required.

"People are now very computer-savvy," says HRP Supt. Bill Moore. "(This system) gives them another means of getting information to us, on their own time, without having to wait in a queue to talk to somebody."

Built in-house, the HRP system generated 3,501 visits to the website and 494 incident reports in June and July 2011, its first two months of operation. Because online reports are processed by HRP telephone personnel, Moore says the force is getting greater efficiency from its existing staffing model.

More than 10 Canadian police agencies operate similar systems. Most use an off-the-shelf product developed by California-based Coplogic Inc.

Lethbridge Regional Police Service (LRPS) has been running its Coplogic system since December 2009. The system's convenience and ease-of-use encourage people to report minor crimes that might otherwise go unreported, says LRPS Insp. Jeff Cove — and that allows police to more accurately assess and respond to local crime conditions.

"Car-prowling (mischief to vehicles) is a perfect example," says Cove. Every smashed windshield or keyed door panel reported online is incorporated into monthly crime reports distributed to street-level patrol units, he says.

In the Greater Toronto Area, York Regional Police (YRP) offers online reporting in five languages — English, Chinese, Farsi, Italian and Russian — to better serve community diversity, says YRP's Leslie Nguyen. The reporting platform also interfaces directly with YRP's records management system.

With all the potential that online reporting systems offer, however, success depends on support within the community.

"Right now, we're probably doing less than 1,000 online reports a year, out of about 50,000 files (total)," says Cove in Lethbridge. "We're working on public awareness now." ▪

— Caroline Ross

Courtesy Public Safety Canada

Commissioner Bob Paulson addresses the media in the foyer of the House of Commons with Public Safety Minister Vic Toews and MP Shelly Glover.

NEW RCMP COMMISSIONER

Bob Paulson has been appointed the new commissioner of the RCMP, succeeding Commissioner William J.S. Elliott.

Paulson has had a distinguished 25-year career with the RCMP. He has held progressively senior positions within the Force, most recently as Deputy Commissioner, Federal Policing. Before being appointed as Deputy Commissioner, Paulson served as Assistant Commissioner, Contract and Aboriginal Policing Services and Assistant Commissioner, National Security Criminal Investigations.

***Read our exclusive interview in the next issue of the* Gazette.**

Southern Alberta Integrated Fugitive Apprehension Unit

Members of the Southern Alberta Integrated Fugitive Apprehension Unit arrest Winnipeg murder suspect Stephen McKay in a Calgary neighbourhood.

INTEGRATED UNIT BUSTING ALBERTA FUGITIVES

There are some 8,000 warrants for serious criminal offences outstanding in the province of Alberta, according to government statistics. Now, an integrated police unit is reeling those offenders in.

The Southern Alberta Integrated Fugitive Apprehension Unit — comprised of 10 officers from the Calgary Police Service Fugitive Apprehension Detail, the Alberta Fugitive Apprehension Sheriffs Support Team and the Canada Border Services Agency — has arrested over 200 serious offenders and executed over 1,000 related warrants since it began operating out of Calgary in January 2010.

The unit specializes in tracking and apprehending dangerous offenders who are on the lam in Southern Alberta but cannot be located by other agencies using regular investigative resources.

"The criminals we go after are very much adept at avoiding the police. They're career criminals," says Calgary Police Sgt. Tony Manning, who heads the unit. "A lot of them have numerous warrants that have been out for extended periods of time — like eight or nine years. Regular police on the streets don't usually have the time or resources to find these people."

The surveillance-based unit tracks up to 30 targets at once. Most files come from the Calgary Police Service, but almost 40 per cent are referrals from other agencies in Canada and abroad.

The unit has nabbed fugitives wanted for crimes in Newfoundland and Labrador, Montana and Barbados, and has a close working relationship with the U.S. Marshals Service, says Manning.

Team members are also qualified to handle international extradition processes in-house.

Det./Sgt. Brent Black of the Winnipeg Police Service collaborated with the unit on the case of Stephen McKay, a Winnipeg-based gang associate who fled to Calgary to evade murder charges.

Black says the unit's expertise and resource commitment in areas such as offender tracking, target surveillance, data integration and prisoner transfer were key to ousting McKay from a well-entrenched criminal network — in little more than a month — and seamlessly moving him to Winnipeg for trial.

"These guys made it their mission to go out and find (McKay), and they were good at what they did," says Black.

In the future, Manning says he hopes to see the unit expand to include representatives from the RCMP and other Southern Alberta police forces. ■

— Caroline Ross

CHANGES TO VICTIM SERVICES' REFERRALS

Trauma can have long-lasting effects on victims of crime. But timely involvement of victim services programs can reduce the impact.

In the past, RCMP members required the victim's consent to pass along information to victim services.

Often, directly following a traumatic incident, victims are not in a position to provide informed consent.

Changes to the RCMP victim services referral process and policy will now allow members to share a victim's personal information with provincial or territorial governments through a memorandum of understanding (MOU), where provincial legislation exists.

To ensure compliance with the *Privacy Act* and any other pertinent provincial or territorial acts, the RCMP submitted a privacy impact assessment that identifies and mitigates any potential privacy risks to this new approach.

Under the new referral process, only limited personal information including the victim's name, address, telephone number, gender, age and language preference can be disclosed.

A brief summary of the circumstances surrounding the incident such as the presence of drugs, alcohol or firearms will also be shared.

Each policy outlines the circumstances where a proactive referral may be made and these are limited to person's offences, serious property offences, high-risk and vulnerable sector victims. Exceptions can be made when the member feels it is in the victim's best interest.

The purpose of this new method is to ensure that as many victims as possible are made aware of the services available to them.

The new policy recognizes that the victim services worker, as the trained professional, is the best person to explain the services they can offer.

However, if, once contacted, victims choose not to take advantage of these programs, no further contact will be initiated by victim services.

Prince Edward Island, New Brunswick and Newfoundland have signed MOUs, with other provinces to hopefully follow. ■

— Sigrid Forberg

RCMP Historical Collections Unit, Regina, Sask.

An aerial view taken in 1940 during the filming of the Paramount Pictures feature film *North West Mounted Police*.

HOLLYWOOD HEROES, CANADIAN CLICHÉS

FACT, FICTION AND THE CHANGING FACE OF THE FORCE

By Sigrid Forberg

Around the world, Canada is known for maple trees, its vast and varied terrain — and the Mounties.

But it's the Mountie, of the North West Mounted Police (NWMP), who really stood out. From the late 19th century, he appeared in dime novels, pulp magazines and radio shows.

But he finally made it big in the Hollywood pictures of the 1930s and 1940s as a chivalrous and self-sacrificing hero.

Movies such as *Rose Marie* and *Susannah of the Mounties* painted a romantic — and often unrealistic — portrait of the NWMP's efforts ushering in law and order to the untamed Canadian West. Hollywood taught us that the earnest and righteous Mountie always gets his man.

More than a century later, he's still capturing our imaginations.

ROMANTIC ROOTS

In 1933, the RCMP opened a museum exhibiting its own historical artifacts. Its most recent incarnation, the Heritage Centre, located in Regina, Saskatchewan, opened its doors to the public four years ago.

The Heritage Centre houses approximately 40,000 artifacts on rotation, with items ranging from the first commissioner's medals to a hollowed-out log used to smuggle illegal hooch across the border during prohibition in the United States.

The most popular items tend to be linked to that iconic portrayal of the force: red coats, nine-pounder field guns used in the 1874 March West and Musical Ride memorabilia.

Jodi Ann Eskritt, from the RCMP's Historical Collections Unit, says the museum uses the familiar to draw people in and teach them about the unfamiliar.

"No one else dressed in red has been able to capture our imaginations the way the Mountie in his red tunic has," says Eskritt. "For good or for ill, the Mountie is always going to be the image that people take away of Canada.

"It may have a lot to do with the early setting — it's an adventure, it's romantic, the idea of taming something unknown."

TUNIC TROUBLES

Countless Hollywood films featured Mountie characters in the first half of the 20th century, and while the free publicity was appreciated, these characters did present a few problems for the RCMP.

The biggest issue the force took with these movies was that the uniform varied from film to film. Often, the only accurate detail was its red colour. And the characters and settings rarely reflected the real Canadian experience in the early days of the NWMP.

Concerned they weren't being portrayed the way they would like, the RCMP began allowing current and retired members to consult on films or work as extras to ensure their interests were represented.

Also, being known as the simple and earnest singing riders wasn't always helpful.

Dr. Michael Dawson, a history professor at St. Thomas University, wrote his Master's thesis on the RCMP image, which he then later expanded into a book, *The Mountie: From Dime Novel to Disney*. He recalls stumbling upon internal memos from the 1960s in his research, expressing concerns about the impact of these films.

"There were all these interesting internal grumblings," says Dawson. "You'd have the Commissioner saying, look, it's all fine that we've got this romantic Rose Marie image but I've got to sit down with J. Edgar Hoover of the FBI and I need to be taken seriously."

SCARLET SATIRE

The late 1960s brought a makeover for the Mountie in popular culture. American popular culture brought us hapless Dudley Do Right, the eponymous star of the *Rocky and Bullwinkle* segment, while British comedy troupe Monty Python gave us Mounties singing about wearing ladies underwear.

Thirty years later, when *Due South* rode onto the scene, the show, starring Canadian actor Paul Gross as the charmingly naïve and chivalrous Cst. Benton Fraser, fans across the world bought in. More than a decade since the finale, it's common for Canadians travelling abroad to still meet fans who associate the show with Canada.

The premise of the show was that Cst. Fraser had walked from the Canadian north to Chicago in search of his father's killer. Once there, he was partnered with a curmudgeonly, impatient American cop, Det. Ray Vecchio, who provides a foil for Fraser's character.

The two North American police officers embody all of the North American stereotypes; while Fraser is polite and considerate to a fault, Vecchio is loud and pushy, bulldozing his way through cases.

While Fraser is the hero, Canadians and their quaint ways tend to be the butt of the jokes. But this time, the RCMP was finding the humour in it.

"I like that idea that as we are getting more mature in our history that the force is able to take that iconic image we've developed over the years and laugh at ourselves a little bit," says Eskritt. "That's a sign of maturity and being comfortable with ourselves."

COURAGE OUTSIDE OF CONVENTION

But it hasn't always been an easy ride. While public opinion research shows that the RCMP have a remarkable amount of support, falling somewhere in the 80 to 90 percentile range, the force has faced criticism from the media in recent years for the handling of certain incidents. Unfortunately, media coverage on these issues has overshadowed all the force's positive work.

In the hopes of showcasing the good, in 2008, the force opened its doors to Canadian production company JenCor to create a television documentary series about the force.

Sgt. Pat Flood, a former media relations officer, and Supt. Tim Cogan, the Director General of National Communication Services of the RCMP worked closely with JenCor to develop a 13-episode season.

Each show explored a different aspect of work within the RCMP, from police dog services to peace operations overseas. Flood and the directors featured 21 members with varied backgrounds and levels of experience spread throughout the organization.

With *Courage in Red*, Cogan says he hoped to show the human side of the RCMP's very public profession and the positive contributions its employees make every day in the communities they serve.

"I often say we're not in the business of selling flowers," he says. "We deal with conflict, crime, loss of life, trauma, tragedy and danger. Out of that will come bad stuff now and then, but there is also a lot of good that happens on the front line."

The show aired on the Outdoor Life Network over the winter of 2010. Unfortunately coinciding with the economic recession, it wasn't picked up by a major network, as had been originally hoped. That being said, it's still considered a successful venture.

"Based on the internal and external feedback we were seeing, a lot of people were

1910
FIRST OF MORE THAN 200 HOLLYWOOD MOUNTIE MOTION PICTURES, RIDER OF THE PLAINS, MADE BY EDISON MOVING PICTURE COMPANY.

1939
FIRST BROADCAST OF RADIO DRAMA, SERGEANT PRESTON OF THE YUKON, AIRS IN DETROIT, MICHIGAN.

1887
MUSICAL RIDE ESTABLISHED.

1933
FIRST RCMP MUSEUM OPENS.

1969
THE DUDLEY DO-RIGHT SHOW AIRS ON U.S. TELEVISION, WITH 38 SEGMENTS OVER FIVE MONTHS.

excited about it," says Flood. "It's a shame we couldn't do another season but I still get emails from the directors and cameramen saying they would drop whatever they were working on to come back and shoot another season with us."

MUSICAL MELDING

And that excitement surrounding the force is clear through its commercial success.

In the late 1980s, Mattel unveiled its Canadian Barbie, decked out in red serge and topped off with a Stetson.

In 1995, the RCMP signed a five-year contract with Walt Disney Co. to help package and sell their image. Since then, each year, roughly $5.5 million retail dollars of officially licensed RCMP products are sold per year in Canada.

And the famous Musical Ride, with its red-coated riders and black-coated horses, never fails to draw in huge crowds. Canadians and visitors abroad are drawn to the 124-year-old spectacle.

The perfectly synched 32 riders performing cavalry drills are just one aspect of many in the Musical Ride performance, says Supt. Marty Chesser, the officer in charge of the ride.

After the show, the public are given the opportunity to enter the stables and visit with the riders and horses to learn more about the organization as a whole.

Chesser says he's proud of the diversity found in his ranks. In 2009, every province and territory in the country was represented. And because officers only stay for a rotation of three years, they all come to the ride with different backgrounds — both personal and professional — to share.

A still taken from the Courage in Red episode on RCMP emergency response teams.

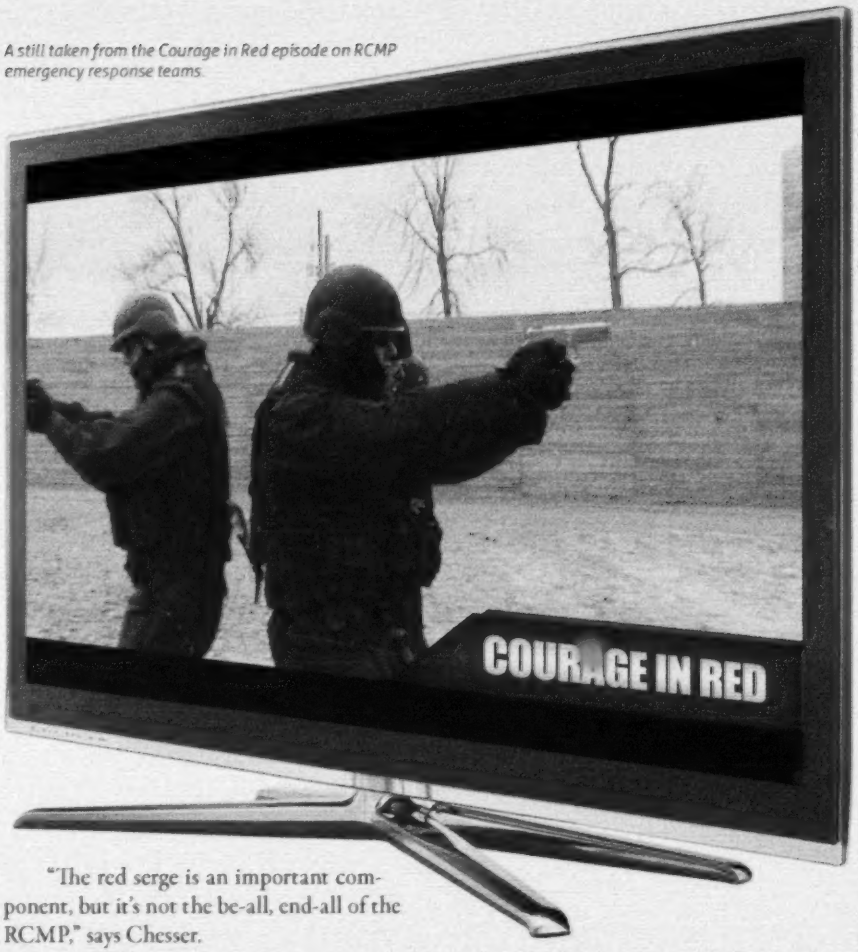


Photo illustration by Alexandre Guilbeault

"The red serge is an important component, but it's not the be-all, end-all of the RCMP," says Chesser.

"I've told people that I've met right across this country that you can do a different job in the RCMP every six months, have a 35-year career and not do half of the things that we have to offer."

And Eskritt adds that it would never be possible to showcase all of these elements. But, with places like the Heritage Centre or traditions like the Musical Ride, there's an opportunity to inspire interest and curiosity.

"We hope they've had their curiosity piqued when they leave," says Eskritt. "It's kind of like the tip of an iceberg.

If you really do it right, they will realize that there's a whole iceberg under the waterline and that they'll want to learn more." ▪

1994
DUE SOUTH AIRS ON CTV IN CANADA AND CBS IN THE U.S., LASTING FOUR SEASONS.

1999
DUDLEY DO-RIGHT LIVE-ACTION FILM STARRING BRENDAN FRASER AND SARAH JESSICA PARKER.

2009
COURAGE IN RED AIRS ON CANADIAN NETWORKS, OUTDOOR LIVING NETWORK AND SASKATCHEWAN COMMUNICATIONS NETWORK.

1995
RCMP SIGNS FIVE-YEAR CONTRACT WITH WALT DISNEY CO. TO LICENSE IMAGE.

2007
RCMP HERITAGE CENTRE IN REGINA, SASKATCHEWAN REOPENS.

RCMP

Prince Edward Island RCMP's Sgt. Andrew Blackadar speaks with CBC reporter Brian Higgins.

POLICING THE PRESS

NEW AGE, NEW ATTITUDES

By Sigrid Forberg

Police and media have the same basic goal — to cut through the superficial and get to the truth.

Historically, their differing motivations and methods have put them at odds with one another. And this leaves the people that both are working for — the general public — without the service they deserve.

But recent developments in technology have resulted in a 24/7 news cycle. Both journalists and the police have to be prepared to respond to anything and everything at any time. Negative stories play out on television or over the Internet sometimes before police even hear about them, let alone prepare responses.

So the RCMP has started to shift its approach in working with the media. Media relations officers are making more proactive efforts to reach out to journalists, to promote the good things police are doing in communities and to help shape public knowledge surrounding the national police force.

Each Canadian province has taken its own spin on this concept.

British Columbia RCMP spokesman Insp. Tim Shields has said that even though it takes three times the amount of effort and time compared to simply responding to inquiries, getting out proactive stories is crucial. And he adds that without help from front-line investigators, it's an impossible task.

RISKS BRING RESULTS

Sgt. Paul Dawson, a media relations officer in Saskatchewan, says the benefit greatly outweighs the effort. Working closely together even fosters better appreciation of one another's responsibilities.

"Every day is a fresh slate for them — they're always looking for new stories to tell. And I've never had them not want to participate in something that I've brought to their attention," says Dawson. "So we can either wait for them to come up with their own stories or we can invite them on different things that are going on within our organization."

Dawson says he is always looking for opportunities for positive stories.

He gives one example of when he was working in a small detachment with several young officers who were interested in promoting snowmobile safety.

Rather than going out and issuing tickets, Dawson suggested the officers invite local TV cameras to accompany them to make it more about prevention than enforcement. The reporters ended up putting together a three-minute piece about safety and awareness that ran across the province.

Dawson credits the detachment commander, S/Sgt. Barry Thomas from Nipawin, Saskatchewan, for taking a risk and getting on board with the initiative. He says that's not often the case.

"There's always a thousand reasons not to do something like this," says Dawson. "Someone could get hurt or the officer could end up saying something he shouldn't. But you just have to take that leap of faith and think about all the potential and possibilities in these kinds of stories."

SHAPING THE STORIES

Working in Newfoundland and Labrador, Sgt. Boyd Merrill has an advantage over those working in larger provinces.

Given the small and close-knit nature of the island he works on, when Merrill calls in to the local talk-radio show, he's able to reach more than half of the province.

Merrill will often call in when he has a topic or message he wants to promote and the moderators will put him on air and let him talk for four to five minutes.

The advantage to this, Merrill says, is that building these relationships ensures the RCMP have direct lines of communication with the public.

"It's live and you can't be edited, you can't be misinterpreted and your words can't be misconstrued," says Merrill. "It's a very powerful way of getting our message out in just a few short minutes. It's a chance to say, here we are, here's what we're doing to combat crime so you can all feel safe in your homes and on the highways."

Similarly, Sgt. Andrew Blackadar, the media relations officer for Prince Edward Island, says that because they are such a small island it's easier to build those familiar relationships and to feel like you're working towards a common goal.

Blackadar gives the example of when a police vehicle pulled over a car full of young adults going well over the speed limit. But because the officer didn't have any tickets to give them, he let the car off with a warning. A couple of hours later, they were involved in an accident in which two of the five passengers died.

A journalist found out that the car had been pulled over and called Blackadar about why they weren't issued a ticket. He explained over the phone and the reporter asked him if he would be willing to explain on camera.

Blackadar agreed and after making his statement, he added that even if the driver had been issued a ticket, there's no saying for sure that they would have stopped speeding.

And he also noted that P.E.I. didn't have laws like they do in Ontario that allow police to seize a vehicle going well over the limit.

Within a year of the story, a law similar to the one in Ontario was enacted in P.E.I.

"When you don't get up to talk, the first thing the public is going to think is that the police are hiding something," says Blackadar. "If you get up and say, yes, there was a problem and we have learned from it and we're going to improve the situation from here, that's what the public wants to see."

POLICE AS PEOPLE

But there are always opportunities for the larger provinces to showcase their good news, too.

Recently, the RCMP has been criticized for the amount of overweight and obese members.

So when the RCMP Winnipeg headquarters renovated their fitness facilities, Cst. Miles Hiebert took the opportunity to highlight the hard work some members were doing to slim down by setting up an interview between the commanding officer, A/Commr. Bill Robinson, and a Winnipeg Free Press reporter.

"For the commanding officer of our division to talk about his personal weight loss and exercise regime, it just shows that he's a regular person and facing the same challenges as everyone else," says Hiebert.

Exposing the person beneath the uniform can be a challenge; many officers are reluctant to open up about personal matters and diverge from the facts.

But two of Alberta's media relations officers, Sgt. Patrick Webb and Sgt. Tim Taniguchi, are attempting to empower members with the tools to feel confident enough to do this from the detachment level. They recently started holding three-day workshops, offering officers media relations 101 and the opportunity to interact with and tour media outlets.

On the final day, members participated in a mock news conference with real journalists and the media relations officers to get comfortable with the kinds of questions various news stories generate.

Not only does this workshop offer members the chance to hear the perspective of the journalist, but it also helps them better understand what the media is looking for in a story so both parties can work towards delivering the best service to the greater public.

And it's emphasized that service should be provided by human beings, not uniforms.

"I think it's important for us to show how difficult the job is," says Sgt. Tim Taniguchi. "I think we've failed to tell our story to the public in a way that they can relate to. We encourage people to use that humanizing talk and to not write news releases like police reports, but to write them as stories that someone's grandmother could understand."

PARALLEL PATHS

But none of this change is possible without the support of senior management and front-line investigators. To reap the rewards, Dawson says police officers have to take these risks and think outside of the box.

And it's crucial that both sides have a certain amount of understanding and empathy for one another. At the end of the day, when working cordially together, both parties can better accomplish their goals.

"It's about changing attitudes," says Dawson. "I wish every member could sit in my chair and deal with the media on a day-to-day basis because we have more in common with them than they think. We can't be afraid to let the public in and the media is a great way of reaching them." ▪

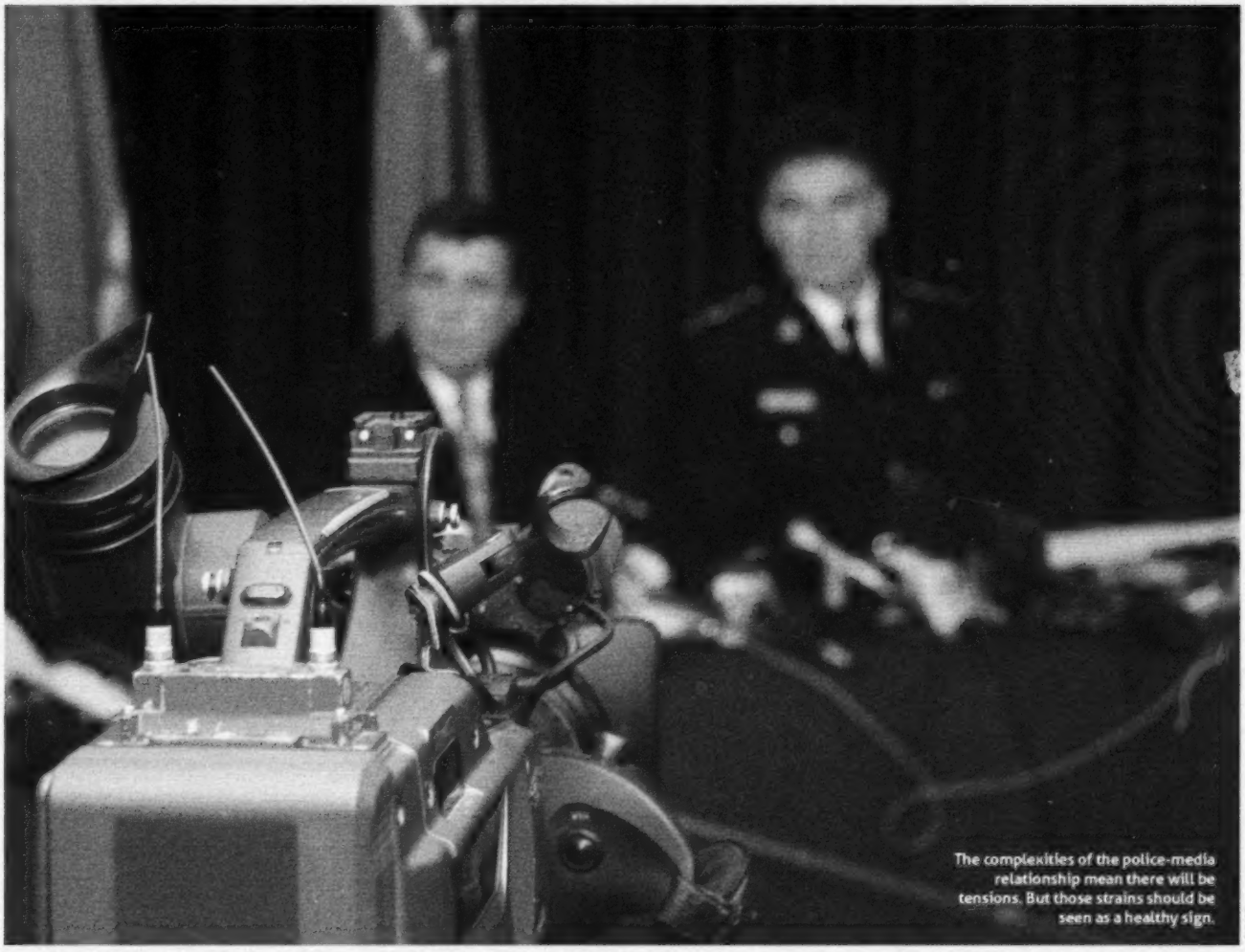
SMOKING OUT MARIJUANA GROW OPERATIONS

Former RCMP Commissioner William J.S. Elliott announces the launch of the Marihuana Grow Initiative at a press conference last fall. The MGI, which complements the Government of Canada's National Anti-Drug Strategy, represents the RCMP's renewed commitment to fight marijuana production controlled by organized crime groups. Based on three key components — awareness, deterrence and enforcement — the strategy outlines how the RCMP will work with partners and community members. It also aims to inform the Canadian public about the consequences, inherent hazards and destructive impacts these activities and criminal groups have on their communities.

For more information, visit www.rcmp-grc.gc.ca.

RCMP

WHAT IS THE IDEAL RELATIONSHIP BETWEEN POLICE AND THE MEDIA?



The complexities of the police-media relationship mean there will be tensions. But those strains should be seen as a healthy sign.

RCMP

THE PANELISTS

- **Insp. Marc Richer, director, RCMP national media relations**
- **Jim Bronskill, Ottawa bureau reporter, Canadian Press**
- **Daniel Brien, Public Prosecution Service of Canada**

INSP. MARC RICHER

The key in an operational policing environment is to feed the media with information. The media can then inform the public with information about how police are making communities safer.

At the national level, it is about responding to questions of all types, mostly about policies and senior managers and the decisions they make.

The media scene has evolved from reporters being invited to hear our stories, to what has become an extremely competitive environment, with 24-hour, minute-by-minute reporting, thanks to the web and social media.

One thing that should be understood is if the media is onto a story, they have more sources than police do. From a media relations perspective, this is a significant challenge. Police and media simply do not play by the same rules. Although the public is served by both, it is for very different reasons.

Try as we may, in the world of policing, and with the policies that make for that world to run, it is not always possible to meet these deadlines. The complexities of a large police organization require many specialists in a multitude of fields.

When the media call, we often have to consult subject matter experts who are not necessarily sitting at their desks. They are in fact busy working at their specialties, which means that they are not there to respond within the very short timelines imposed by the media. The RCMP's media relations officers explain this to reporters. While many understand, others do not.

News reporting appears to have also

changed dramatically, in that it is no longer about fact checking and reporting. This seems to have lost its importance in favour of getting a "story" out.

Reporters are calling us and despite the information or explanation we give, they may slant it to suit their objectives. The problem is that our credibility is often challenged as a result, leaving us with little option to respond or to correct the misinformation.

They certainly know it, but media should remember that police in Canada have plenty of scrutiny, such as various levels of supervision, crown prosecutors and the courts.

Although everything in society today seems to be at increasingly faster speeds, I would suggest that patience and understanding of what police do is paramount to a better story.

If journalists want to get the best, most accurate information, I suggest that they must listen to our advice, and learn to wait. We will do our best to identify the best person so the reporter can get the information first hand from a knowledgeable source.

It is this respect for the police process and profession that will not only allow for a cordial relationship between media and police, but will ensure that the public — their audience and the ones we serve and protect — is best informed.

JIM BRONSKILL

The relationship between journalists and the police is a delicate one — a dance in which each party moves gingerly, trying to avoid stepping on the other's toes.

It is a symbiotic relationship in that the police and journalists need each other.

But each has a clearly defined role guided by in-house policies, ethical considerations and time-tested practices.

The police disseminate information to further investigations, warn citizens of sudden dangers and educate the public about how to stay safe.

In the Internet age, there are now more ways than ever for law-enforcement agencies to accomplish these goals. But police still depend on the media to quickly reach a large segment of the public.

Journalists are citizens, too. So they have an interest in informing the public and giving people the information they need to be responsible members of the community.

Reporters also like a good story. That's because the public wants them.

Crime fiction is a popular staple of the television schedule and national bestseller lists. In turn, true crime stories will always be news.

In discussing cases with reporters, police must careful to preserve the integrity of investigations. Revealing too much could jeopardize a probe. Saying the wrong thing might ruin a reputation.

At the same time, journalists — however eager to gather details of a high-profile case — must avoid the same pitfalls.

Reporters should also be mindful of their role: they are not investigative arms of the police, but proxies of the public.

Canadian Press guidelines say there is generally no objection to providing police copies of stories and photos that have been published.

But reporters should not give police access to notes, unpublished video, background files, emails and other material related to ongoing stories or confidential matters.

Media must also resist publishing strategic leaks from police that might be unfair or inflammatory.

It is important that police respect these boundaries, too, and deal fairly with reporters.

Once police reveal an investigation is under way, they have an obligation to provide updates and close the loop when the probe is complete by means of a public announcement.

The complexities of the police-media relationship mean there will be tensions. But those strains should be seen as a healthy sign, because while cops and reporters need one another, they have different jobs to do.

DANIEL BRIEN

We live and work in a media culture where the notion of a news cycle has been eclipsed by an environment that provides news and opinion in a constant stream of blogs, updates, tweets and posts directly to the personal devices we carry.

For prosecutors and police, this evolution increases visibility and public awareness, but also comes with risks to the very process we seek to protect. We have to achieve a balance between the equally enshrined and sometimes competing goals of aggressive media and those who protect due process.

The Public Prosecution Service of Canada has a legislated responsibility to communicate with the media and the public, but its primary responsibility is to the cases it prosecutes. The PPSC is mandated to prosecute cases under federal law in a manner that is fair, impartial and objective, and free from any improper influence.

The RCMP Operations Manual and the PPSC policy manual both cover communications with the media and provide direction on maintaining that balance.

Today, police and prosecutors have to worry about media coverage of steps that largely unreported even a few years ago: the period after a charge has been sworn, but before an accused is arrested; when a person of interest becomes a suspect; when a file has been referred to the Crown for charge approval; an upcoming search once a warrant is signed but before it is executed.

When a case is being prepared, PPSC spokespersons regularly acknowledge to reporters that the position of the Crown is, indeed, a matter of public record, but that it will rightly be expressed before a court of law before it is debated by the court of public opinion.

Participants in the criminal justice system have to be careful that post-arrest media availabilities aimed at informing the public don't become victory parades that risk jeopardizing a trial or becoming the subject of litigation.

Post-arrest news conferences may appear to show the payoff of a long investigation through arrests or seized goods, but must be conducted with care to protect the integrity of the criminal justice system.

In fact, improper post-arrest publicity can harm the jury selection process, can be the subject of a judge's instructions to a jury or can suggest over-zealousness on the part of authorities.

The line is not always clear. How much can investigators divulge about cases they are investigating? How much can arresting officers say about the evidence when they display seized goods following an arrest?

Nobody can realistically expect the tension between reporters and the law to disappear anytime soon. A competitive media environment and the need for police and prosecutors to operate in an open and accountable manner will ensure both sides remain in regular contact.

By continuing to seek a balance, we can continue to enjoy an effective and accountable justice system in an open and accessible media environment. ▪

TREASURE TROVE

DATA MINING THE INTERNET AND SOCIAL MEDIA

By Special Agent Mike Keleher, United States Naval Criminal Investigative Service (NCIS)

Criminals started incorporating the Internet in their crimes about 10 minutes after the Internet was born. Law enforcement has always been slow to reap technological advances or keep pace with popular computer trends. But is there something a non-computer enthusiast investigator can use to get more thorough information via the Internet?

While there are problems with traditional web searches, there are simple ways to data mine information. There is also the deeper web, which is an abyss containing information you always suspected was being collected somewhere but you could not find.

Combining deep web searches with reams of personal data being voluntarily posted on-line via social websites can lead to huge amounts of information on suspects, victims and witnesses, their lives, habits and connections.

POPULAR INTERNET SEARCHES

This may or may not be a surprise, but normal Internet searches used every day by both investigators and the public are much less efficient than you might believe they are. Couple this with lack of understanding about social media or how to search social media, and law enforcement is operating at an unperceived disadvantage.

The advanced search engine Dogpile explains how users believe a single search engine will bring back the best and all related information from the web.

In truth, each engine searches differently and brings back different products and lists them in different ways. Dogpile cites several studies using three and four of the most popular search engines such as Google, Yahoo!, Bing and Ask Jeeves to search a subject.

In one study with 12,000 searches, only 1.1 per cent of the first page search returns were cited by all four engines. Different engine, different results.

Dogpile now searches the top three engines — Google, Yahoo! and Bing — at once and combines the results to give a much more useable and thorough user product.

Normal Internet searches have been described as similar to dragging a net across the surface of the ocean. Some fish, or data bits, will be caught up, but the net does not extend to the bottom of the ocean and does not scoop up all available info.

The entire content of the information ocean has been called the deep web and may contain 500 times the amount of information we see in a normal Internet search. Investigators have long suspected there was more out there, but had no idea how to plumb the deep and go beyond even Dogpile searches.

DEEP WEB SEARCHES

Investigators should look at Pipl.com and Spokeo.com, both people search engines, to trove the deep web.

Searching a suspect's name with a popular search engine might find a name with matches all across North America.

A Pipl.com search will bring back the name, multiple spellings, alias and nicknames, address, past addresses, age, phone numbers, maps, background reports, school classmates, professional and business contacts, email addresses, social media profiles, such as Facebook listings, photos, videos, archived genealogy information, and news articles which mention that person.

It also throws in Internet user names and profiles that are frequently used with Internet-based shopping. The amount of publicly viewable and free information these searches can dredge up is nothing short of amazing. Disbelievers need only enter their own name, phone or email address into the Pipl.com search engine to see the results.

IF ANY NORTH AMERICAN TEEN CAN OPERATE IN THAT REALM, POLICE CAN, TOO.

Spokeo.com brings back similar results, including name, age, address, email addresses, gender, photos, videos, hobbies, economic health, estimated wealth, family household makeup, property details, maps, estimated value of property, politics, religion, education and occupation, family tree and neighborhood information, as well as blog posts and a review of 86 social media sites. All of the information is publicly available, but the aggregator pulls from sources not routinely viewed or even considered.

SOCIAL MEDIA SEARCHES

As of May 2011, Facebook listed more than 500 million users. In July 2011, they listed 750 million active users who post photos, videos and personal data for themselves and their friends. Half of their users visit daily.

In 2009, Cox Communications, a United States digital cable television, telecommunications and wireless services company, cited that 72 per cent of young adults between the ages of 18 and 29 participated in social media sites. Imagine the number today. This is the same age group that commits a disproportional amount of crime.

A July 27, 2011 story in the *The Examiner*, a Washington, D.C., newspaper, reported that the young members of violent gangs are using Twitter and Facebook to plan their crimes online. Not really a surprise is it?

How many crimes have the media reported on after they were posted to YouTube? Law enforcement has grudgingly been forced to incorporate social media into new investigations. Are there good ways to data mine that information without having to become a cyber-geek? Absolutely. If any North American teen can operate in that realm, police can, too.

Deep web searches can locate social media profiles for investigators. Some social media sites require the viewer to have an account, profile or email address before allowing access. However, investigators can create profiles and free unverified email accounts via Yahoo Mail, Gmail or Hotmail to gain access to a subject's profile.

Facebook users who do have privacy blocks in place, for example, may still accept friend requests from complete strangers to build their social status. It is a disturbing trend among users who readily accept invitations from strangers to boost their number of friends and pseudo-popularity.

Once a friend is accepted, they can view everything on the site. Indirect approaches may also work by first linking to friends of the target to establish the new user as trustworthy. The computer profile will then show friends in common and may make users feel

Combining deep web searches with reams of personal data being voluntarily posted on-line via social websites can lead to huge amounts of information on suspects, victims and witnesses, their lives, habits and connections.

the stranger is safer to interact with.

Another exploitable backdoor the smart phone generation is seemingly unaware of is the global positioning system (GPS) or exchangeable image file format (EXIF) data imbedded in smart phone images. Phones come from the factory with this as a default setting in place.

If users are even aware of the function, they must manually switch it off to avoid pinning the data to the photos. Photos posted to Twitter arrive with the data intact.

Using the web browser Google Chrome or other EXIF photo editor/viewers allow investigators to see the date and time a photo was taken and along with GPS coordinates where it was taken.

Another click to Google Maps will show the actual 360-degree panorama view of that location. How valuable would that be to a police investigation?

In 2011, The Federal Bureau of Investigation (FBI) lab in Quantico, Virginia, has begun using United States Air Force-developed software called FindCamera to locate unique algorithms stamped into digital picture data.

It turns out that each digital camera has its own fingerprint beyond make and model or GPS embedded in photos. Look for this to be a developing forensic technique to link photos to cameras and then to users.

This leads to Facebook, Foursquare and other sites which have check-in functions where users can manually or automatically register where they are, or have been.

This information is uploaded instantly to their web pages. Anyone with access to the page can see the locations. Foursquare, which now has more than six million users, grew 3,400 per cent in 2010 and exists only to track people's movements with check-ins. These are unbelievable resources to track criminal behavior patterns or even near live-time movement.

The hugely popular Twitter, with more than 175 million users, is also exploitable. Twitter postings are public by default. Anyone can view them even without an account. Short 140-character entries, commenting on daily events and thoughts, are made by millions throughout the world.

Think of them as mini-blogs. Coupled with check-ins, uploaded photos or videos, users are sharing their cyber life with the online world at an unprecedented rate.

CONCLUSION

Even though it is not old-school police procedure, investigators cannot overlook the deep web and social media as investigative tools. Even the RCMP and FBI have Facebook and Twitter sites.

Social media contacts, postings, pictures, videos, texts and tweets have become, in effect, another language used by most of the 18-to-29-year-old segment of society. The fact that older investigators feel they don't speak that language or care to learn is a huge handicap.

Criminals are freely posting their information for anyone to see. So let's be *friends* and take advantage of this bounty that is *oh-so-carefully* posted by the subscribers. ▪

Mike Keleher is currently the Division Chief of Criminal Investigations, Violent Crime and Cold Case Homicide at NCIS Headquarters, Quantico, Virginia. He has served as a Special Agent for more than 24 years, and is a former criminal prosecutor.

The Clapham Junction area of south London on Aug. 9, 2011, after a third night of rioting and looting.

PUBLIC ORDER IN A CONNECTED WORLD

LEARNING FROM THE LONDON AND VANCOUVER RIOTS

By Lauri Stevens

As if law officers don't have enough to think about, in comes social media. Never before have police service agencies been faced with a situation where the new recruits know more than the commanders about an issue that is increasingly affecting how police officers do their jobs.

And just when some agencies are starting to get their heads around the use of social media for community outreach and investigations, the criminal element is using social media to organize sudden large-scale events — not only catching law enforcement by surprise, but also causing some police executives to overreact.

In many American cities and at least a couple Canadian cities, teenagers have been using social networks, mostly Twitter, to organize flash robs — the quick en masse looting of stores and sometimes beating of innocent bystanders.

Because these are over as quickly as they begin, police are left to resort to old-fashioned arrest and prosecute methods but also to seek ways to monitor social media to try to catch them before or, at least, as they happen.

Last summer in the United Kingdom, in reaction to the police shooting death of Mark Duggan, a known gangster in the North London borough of Tottenham, several days' worth of rioting ensued. Some of it was organized through social media and some with the Blackberry smartphone's private instant text-messaging system.

Following the riots, Prime Minister David Cameron and the then interim Metropolitan Police Service Commissioner Tim Godwin, both issued statements calling for control over social networks in the future.

In the wake of such statements, the UK government has been widely criticized for its handling of the riots and, according to *The Guardian* national daily newspaper, some in government say Godwin's personal handling of riots severely negatively affected his chance to have been named as the permanent commissioner. That position went to Bernard Hogan-Howe.

NOT A SPECTATOR SPORT

Godwin's and Cameron's seeming inability to understand social media's effect, both negative and positive, on maintaining public order might be attributable to their lack of use of the new communication technologies.

In fact, while there seems to be a shortage of law enforcement leaders within London who use and understand social media, there are several senior law enforcement executives in the rest of the country who use it well, on a daily basis, and have for several years.

These are the same law officers who point out that to understand the benefits of social media, one must use it.

Deputy Chief Constable Stuart Hyde of Cumbria is one of those leaders.

"It's not a spectator sport," he says. "If you're not using it and putting stuff out and engaging and having an odd debate about something, then what you end up with is an inability to engage."

Hyde has been using Twitter, in particular, for a couple years and is regularly seen engaging with other officers as well as citizens.

While the rioting didn't affect his jurisdiction, he appreciates the lessons learned better than most.

"Some of the best lessons learned are from the forces who didn't have disorder but had lots of rumor," he says, pointing to Staffordshire Police who had no disorder but used Twitter to very quickly "stop the nonsense" that was happening.

BUILD A FOLLOWING BEFOREHAND

The law enforcement commanders who use social media know that to benefit from these technologies during times of crisis, one must build a following and cultivate relationships with their following before the crisis hits.

ONE THING THAT WE HAVE SEEN OVER AND OVER AGAIN DURING EMERGENCY SITUATIONS IS THAT WHERE THERE IS NO INFORMATION COMING FROM THE AUTHORITIES, THE GAP WILL BE PLUGGED BY SPECULATION.

Supt. Mark Payne of West Midlands Police was a very early adopter of Twitter. Payne was on the streets of Wolverhampton, a borough in the West Midlands of England, when rioting took place. He says he has no doubt that social media played a role in organizing the riots.

"Offenders were clearly consulting their screens and then issuing instructions to others. But that doesn't mean we should be calling for them (social networks) to be turned off," says Payne. "It does mean that we need to understand how it works, and get better at using it."

Payne has spent the last two to three years building a relationship with the people in his jurisdiction and has gained more than 7,000 followers on Twitter as a result.

Both police executives stress the importance of the ability to manage rumor during large-scale events.

"One thing that we have seen over and over again during emergency situations is that where there is no information coming from the authorities, the gap will be plugged by speculation," says Payne.

Hyde agrees.

"But you can't have it unless you're on the pitch. It's the collective power of it, not just the responsibility of a Twitter squad," he says, referring to the need to have more than just the communications officers involved.

Both men are involved in ongoing talks with the U.K. Home Office, the lead government department for police, as they debate the path forward.

CANADIAN EXPERIENCE

Vancouver Police (VPD) had a more positive riotous experience in the wake of the Vancouver Canucks loss to the Boston Bruins in the National Hockey League Stanley Cup finals in June.

"I'm so glad we were already there on Twitter when this happened," says VPD Cst. Anne Longley, a public information officer.

With 8,000 followers on Twitter at the start of the playoff series, the VPD was already adept at manoeuvering social media. But at the end of the playoffs, they had more than 16,000 followers and most of them were fans in the true sense of the word.

VPD was largely commended by government and citizens alike for its handling of the riots both with and without social media.

In fact, one of the biggest challenges it has had to deal with is the overwhelming amount of photographic and video evidence literally handed to them by citizen activists who wanted the people who pillaged their city caught and prosecuted.

Contrary to debating about the shutting down of social networks, the question in Vancouver is over the mass surveillance implications of the use of facial recognition technology offered to law enforcement by the Insurance Commission of British Columbia to identify the people in the collected images.

With no policy or procedure in existence or in place to handle the new database created by such an action, privacy experts are pushing back against the move.

NO DEBATE ABOUT IT

In both London and Vancouver, the one thing no one is debating is the degree to which social media was used to affect positive change in the wake of both riots.

Within a short time of both incidents, thousands of citizens were organized through Facebook and Twitter. In Vancouver, many of the more than 11,000 volunteers donned Canucks gear to show that the criminal actions of a few didn't represent true Canucks fans.

In London, Facebook and Twitter are credited as well with the organization of thousands of volunteers to clean up the capitol city.

As *BBC News* reported, pride in community and emotions ran high and the cleaner-uppers, armed with brooms, marched through the city on their way to affected areas.

The Twitter account @Riotcleanup in the U.K. has more than 73,000 followers and is still active in a fundraising effort for London shopkeepers who suffered losses during the riots.

For Hyde it's about ongoing learning, and more time is needed for everyone to reach a comfort level.

"We're all still in the learning zone and we need to appreciate that." ▪

Lauri Stevens, an interactive media professional with more than 25 years of media experience, is the founder of and principal consultant with LAwS Communications, which helps police implement interactive media technologies. She is the creator of the ConnectedCOPS.net blog and the Social Media the Internet and Law Enforcement (SMILE) conference.

The use of Twitter by both police agencies and individual officers is a burgeoning trend.

PUBLIC SAFETY IN THE AGE OF TWITTER

THE AMERICAN EXPERIENCE

By David J. Krajicek

A version of this article was presented in May 2011 at a conference on policing and social media in New York, hosted by John Jay College's Center on Media, Crime and Justice and by the Intercollegiate Studies Institute.

In a growing number of American cities, the use of social media as a primary mode of communication by law enforcers is fundamentally changing the way police departments interact with the media and citizens.

Each local experience is unique, but a transformation is happening as police turn to sites such as Facebook and Twitter for immediate, interactive communication.

Nearly 1,300 police agencies in the United States now use Facebook, and more than 600 are on Twitter, says the International Association of Chiefs of Police (IACP).

These tools resonate across a wide swath of America, where nearly half the population, from tweens to retirees, have a Facebook page. And the ability to reach the public directly — rather than through the media's prism — has empowered police and, at times, nettled journalists.

In Baltimore, Maryland, the microblogging tool Twitter has replaced cop-media telephone "hotlines" as the principal link between police and reporters when news breaks.

Justin Fenton, a six-year police beat veteran for the Baltimore Sun, says timely notification via Twitter is an improvement over the old system, where he would repeatedly call the police department's public information office and ask, "What's going on?"

Now, he gets a text tweet on his phone when a significant crime is committed in the city, usually within 20 minutes of the incident.

"It's like I'm a member of the command staff," Fenton says. He then retweets to his Twitter followers, often adding a detail or two.

But Fenton says the system has limitations: tweets give only the barest of details, and the Twitter stream from police shuts down from midnight until 7 a.m.

And he says that when he reaches out to police for more information, he now frequently hears, "What we tweeted is all we have." All 140 characters of it.

Some reporters complain that police are using social media to throttle back the release of information, not open it up.

Eric Hartley, a reporter for the *Capital* in Annapolis, Maryland, says police there typically now refer citizens and reporters to Facebook and Twitter, which he calls "a façade of openness."

He wrote in a column that the sites offer "such sketchy information it's impossible to tell what's news and what isn't."

In an e-mail, he adds, "With the agencies we deal with, Twitter and (Facebook), at best, regurgitate the same information police send out in e-mailed press releases."

THE SUBJECT OF TWEETS

Whether journalists like it or not, the use of social media in policing is here to stay.

Bill LePere, a police commander in Lakeland, Florida, was an early advocate of social media in policing.

"We think the police department has an obligation to get information out to the community through whatever means or mechanisms we have at our disposal," LePere told CNN.

But an examination of police social media messages indicates that urgent e-missives about public safety are fairly rare. More typical are messages about upcoming police events, such as crime prevention seminars.

Many departments frequently use Twitter and Facebook to congratulate officers who win awards or help solve crimes — the sort of "good news" that law enforcers have traditionally accused the media of ignoring.

Some agencies use social media to aggressively defend themselves against criticism. Others have used Twitter and Facebook to tweak media who have reported erroneous information.

NEW VS. TRADITIONAL MEDIA

After decades of complaining about the media filter on their messages, many police officials eagerly embrace the use of social media as an end-run around traditional journalism.

And in this era of financial austerity, the use of open-source software has an added benefit: it costs very little.

Many police departments now use Facebook as their primary venue for posting press releases and news bulletins. Some upload press conferences live to the Internet. And the use of Twitter by both police agencies and individual officers is a burgeoning trend.

Some managers feared that the posting of social media updates would consume staff time, but that has not been much of an issue.

A 2010 IACP survey of more than 700 public safety agencies found that 80 per cent of respondents spent fewer than five hours of staff time per week on social media work. Just two per cent of respondents spent more than 24 hours a week at it. About two-thirds

of the agencies used a public information officer, chief executive or member of the command staff to update social media sites.

"Law enforcement is realizing that they don't need the traditional media to get their message out anymore," says Lauri Stevens, a Boston-based consultant on police use of social media.

In 2009, Stevens worked with the Bellevue Police Department in Nebraska, which has become a leader among smaller agencies in its use of social media.

It is part of the portfolio of Jayme Krueger, community policing coordinator for the 100-officer force. She tweets for the department and encourages officers to do so, as well. "It gives us a better way to communicate with the public — better for both officers and administration," she says.

Violent crime is rare in Bellevue, and the typical tweets from officers there concern traffic issues. Krueger's tweets and Facebook posts often concern charitable causes or programs that involve the community, such as a police academy for teens.

"The two work together," Krueger says. "Twitter is good to get out short blurbs. Facebook is a great avenue to advertise things coming up and to communicate with the public back and forth."

She says she doesn't send press releases on many of her tweet subjects, yet the media sees them on Facebook and Twitter.

"I think it has definitely improved our relationship with the media because they don't have to call us hunting for stories," Krueger says. "It helps us to be able to say what we want to say."

TWEETS BUILD RELATIONSHIPS

About 10 officers contribute regularly to the Bellevue department's Twitter stream — using their own smart phones. Most of the tweets concern seemingly mundane subjects, which can lead to exchanges with residents and potentially build relationships.

But one of the most followed police Twitter feeds in North America comes from Sgt. Tim Burrows a lowly traffic cop in Toronto, Canada.

The Toronto Police Service uses social media broadly, with 12,000 followers of its very active Twitter stream, which includes breaking news updates, tips on police-sponsored events and homespun asides.

Burrows, who has 8,500 followers, has tweeted more than 10,000 times in the past two years, sometimes up to 10 times an hour. His subjects often involve traffic conditions music trivia and the weather — or a combination of the three.

Burrows' followers seem to adore him, and many tweet back with chirpy thanks.

CAN'T REPLACE A HANDSHAKE

In January 2011, when a Cape Cod, Massachusetts, town announced it would begin using social media, a local newspaper scribe wrote, "The days have long passed since cops regularly walked the beat, tipping their hats to local shopkeepers and chatting up residents on street corners. The Yarmouth Police Department, however, believes new technology expands the definition of community, and social media can become the 21st-century version of the cop on the corner."

But can Facebook and Twitter replace the cop on the corner?

Absolutely not, says consultant Christina M. Miller, who runs a communications firm in South Carolina. As a former journalist, she spent years writing about technology for law enforcement trade publications.

There is no social media equivalent to "the human connection that comes from a handshake," she says. "There is no replacement for face-to-face contact, and any chief or commander . . . who thinks they can replace that with social media is making a grave mistake."

Miller says the social media transformation in law enforcement is properly viewed as the leading edge of an arc dating to a century ago. Beat cops gave way to the increased mobility of radio cars.

But officers cruising the streets behind a shroud of tinted window glass became isolated. That inaccessibility was targeted 15 years ago with the proliferation of proactive community policing, which hearkened to the beat cop's penchant for problem solving.

The careful, smart use of social media might be the next step in building relationships among the police, the public, and the media — probably in ways that no one has yet even imagined. ▪

David J. Krajicek is a veteran journalist and true crime author based in New York. His most recent books are Murder, American Style: 50 Unforgettable True Stories About Love Gone Wrong, True Crime Missouri: The State's Most Notorious Criminal Cases *and the e-book,* Death By Rock 'n' Roll.

RCMP WIDENS REACH

Since the force launched its own Facebook, Twitter and YouTube accounts in 2009, it has proven to be an effective tool in sharing information and bringing visitors to the general website.

Cynthia Misener, lead web officer for social media, says during fraud awareness month, posts on the Facebook site have brought more people to the general website compared to previous years.

Facebook now competes with Google for the number one referral source for RCMP web traffic.

Chris Power, the acting manager of New Media at RCMP headquarters, says the web team tries to tailor content to public interest.

The national Facebook page features human interest stories and practical tips such as the features for fraud awareness month, while the Twitter account links to news releases. And YouTube hosts videos from *Courage in Red*, the force's reality documentary, as well as interviews and video diaries from other areas of the force.

Adhering to the Government of Canada's strict website design and display standards ensures that an accessible version of everything that is posted on social media sites is also available on the national web page.

To date, five provinces have their own Facebook pages in both French and English and seven divisions have Twitter accounts. Looking to the future, Power says New Media is trying to keep pace with evolving, emerging technology.

He also notes this is government mandated, and that they must stay highly adaptable and open to innovation.

"The risks of not using social media are greater, when you consider the alternative, which is not connecting and communicating with an audience so large," Power says.

— Sigrid Forberg, with files from Mallory Procunier

In the last 60 years, changing technology has shaped each generation's perspectives. To develop effective social media policies, police agencies must understand these gaps and know how to address them.

MIND THE GENERATION GAP

AGE, ATTITUDES AND SOCIAL MEDIA POLICY

By Valerie Van Brocklin

Here's the problem. First, we have officers becoming roadkill on the information highway —ending their careers, or being disciplined, for not understanding the boundary between their private online lives and their public lives as officers.

Second, we have police agencies with no social media guidelines to help their officers navigate a constantly changing online world that is way ahead of legislation or court decisions.

Or, we have policies that haven't kept pace with technology and changing views of online boundaries.

CAUSE OF THE PROBLEM

There are generational gaps in how people view online privacy. To develop effective social media policies, police agencies must understand these gaps and know how to address them.

Give or take two to four years, depending on the expert consulted, the age breakdowns for the four generations in the work place are:

- Traditionalists: 65 and older
- Baby boomers: 46–65
- Gen X: 32–45
- Gen Y: 31 and younger

When looking at the changes in technology in the last 60 years it's no wonder there are generational gaps — not just in how the generations use technology but in how the changing technology has shaped each generation's perspectives.

Traditionalists grew up with crystal radio sets and rotary phones. Baby boomers grew up with TV and touch phones.

Gen X came of age with cell phones and the Internet, while Gen Y's are tweens and teens with smartphones and social media. And they're all mixing in the same workplace.

LEAPS IN TECHNOLOGY

Try explaining the concept of a party line to people whose first phone was a smart one. Different families shared the same phone line. Each family had a distinctive ring. The calls to each family rang on everyone else's phone that shared that line.

And the phone was connected to a wall and it could only be used to receive or make oral phone calls.

And most baby boomers, myself included, will recall the smell of mimeograph machines — low-cost print presses that were replaced by photocopiers — and their purple ink with nostalgia.

I asked some younger officers if they knew what a mimeograph machine was and one surmised it was a machine used to check for breast cancer.

On the other hand, I have yet to tweet on Twitter, however alluring I find the 140-character limit.

REACTIONS TO TECHNOLOGY

All the generations may have experienced the changes in technology, but their reactions differ.

As of 2010, Gen Y outnumbered baby boomers and 96 per cent of the Gen Ys had joined a social network. Email has become passé. Students used to check their emails on the sly in class or exceeded their monthly voice minutes on their family's cell phone plan. Now using a phone for talking or emailing is out of style with many.

College student Bryan Thornton, 24, hasn't checked his email in a week and says, "texting and Twitter kind of make using email pointless. I used to check it all the time, but now I have over 1,000 unread messages in my inbox," he says. "If someone wants to contact me instantly, they can just shoot me a text."

As of December 2010, according to *Online Social Networking and the Generation Gap*, a video film project on YouTube, Facebook had 515 million users, MySpace had 185 million, Twitter had 175 million and Friendster had 90 million. Only China and India have populations greater than Facebook.

Then there's the rate of growth. Facebook added 100 million users in less than nine months. It took the U.S. 10 years to add fewer than 28 million people to its population, while it has taken Canada 40 year to double its size.

Social networking is now the number one activity on the Internet. It's changing how we communicate with one another, how we view family, friends, education, politics, work, culture, current events and history. Indeed, even how we process information. And the different generations have responded to its influence differently.

Those who first encountered the Internet as adults still tend to view it as a source of information and a convenient means to get things done. Search engines let us quickly and easily look up information. We use the Internet to do online banking and shopping.

Those who grew up with the Internet, use it primarily for leisure activities, such as social networking, streaming video, downloading music and gaming.

Those who grew up social networking have a different view of privacy than those who didn't. The latter aren't as likely to see the appeal of posting personal, perhaps mundane, information on a website such as Facebook.

But those who grew up sharing such information see it as a fun way to stay connected with friends and a means of self-expression — not unlike the shaggy hair, drugs and rock 'n' roll of baby boomers that so shocked or irritated parents.

PRIVATE VS. PUBLIC

In a *New York Magazine* article on how social networking has changed generational views of privacy, Emily Naussbum addresses the "[O]rdinary, endless stream of daily documentation that is built into the life of anyone growing up today . . . The change has rippled through pretty much every act of growing up."

Naussbaum interviewed some Kansas City tourists visiting New York City to illustrate this point. She talked to a dad, his 15-year-old daughter and two of her friends.

The three girls tell Naussbaum that they got computers in the third grade, everyone now has a Facebook, and, yes, they post party pictures.

In contrast, dad is baffled when Naussbaum asks if he has a web page. He can't think why he'd need one. He doesn't know how to get into his daughter's Facebook profile.

Such contrasts lead to different world views. Warned that posting private information online could make them vulnerable to stalkers or predators, young people respond that's like warning someone not to move to a big city because they might get mugged.

DIFFERING WORLD VIEWS

Every generation thinks its world view is the correct, right or moral one. It's not. It's just their view — shaped by their coming-of-age experiences in the changing world around them.

Baby boomers believe virtual friends aren't real friends. They see narcissism and a craving of attention in personal profiles pages where younger people see connectivity and community. Although older generations wonder why anyone would want to post personal and often mundane information on the Internet, it's as natural to Gen Y as mailing a *Wish You Were Here* postcard.

Jim Pasco, the executive director of the National Fraternal Order of Police has been quoted as saying, "If you post something on Facebook, it should be something you wouldn't mind seeing in the newspaper."

This is a common reaction, particularly from those who still get their news from a newspaper.

To younger people, Pasco's newspaper analogy seems profoundly out-of-date and lacking in an understanding of modern technology and communications.

Privately shared information — for people who grew up online — is still private. Younger people blogging their private thoughts or sexting is their generation's diary and love letters.

SOLUTION

If a police agency's social media policies are going to be meaningful and workable, younger officers must be involved in deliberating and developing them.

What will pass legal muster shouldn't be the starting and ending point for such policies. Cross-generational dialogue should be. For one thing, courts are way behind the kinds of changes addressed here.

Moreover, the one thing agencies can be sure of is that change in this landscape is constant. It will always be ahead of courts and legislation.

Departments will need to monitor trends, such as which applications, media and software are growing and which are not. This is another reason to have young officers involved in developing and updating their agencies' social media policies. They're creating the trends.

The most important reason to involve and include recruits and young officers is it's a bridge across the generation gaps to meaningful, workable, dynamic social media policies. Otherwise, the generation gaps will continue to grow and the information highway roadkill won't be pretty.

A regular contributor to www.officer.com *and* www.lawofficer.com, *Val Van Brocklin is a trainer and author whose trial work as a prosecutor received attention on ABC's* Primetime Live, *the Discovery Channel's* Justice Files *and in* USA Today. *For more information, visit www.valvanbrocklin.com.*

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BUILDING A SOCIAL MEDIA STRATEGY

THE TORONTO POLICE SERVICE EXPERIENCE

By Meaghan Gray, Toronto Police Service

Until last year, the Toronto Police Service (TPS) was in very much the same position as many other large corporations in regards to social media. Faced with an influx of new employees who had grown up in the digital world and an increasing "consumer demand" to embrace new ways of communicating, TPS began examining how to respond and move forward in a more technologically advanced age.

In September 2010, TPS took a major step into the social media landscape: Deputy Chief Peter Sloly established the development of a corporate social media strategy as a priority. This commitment provided TPS with the support and resources it needed to assess where it stood with social media, then determine where it ultimately wanted to go, how it would get there, and how it would measure its progress.

EARLY DAYS

Before 2010, TPS had not fully embraced the use of social media tools to complement its communications efforts. However, the force was lucky to have a few officers who were driving TPS social media presence, and they were having very positive experiences doing so.

In 2004, Cst. Scott Mills, a frontline officer and school resource officer in one of Toronto's most densely populated and culturally diverse areas, started experimenting with social media chat rooms and forums as a means of engaging and building relationships with students. Mills took those experiences with him when he went to work for Crime Stoppers, again using social media to build stronger bridges to the community. The result was a dramatic increase in the use of Crime Stoppers.

In 2009, Sgt. Tim Burrows turned his passing interest in social media into a new and improved way of engaging the public in traffic safety education and awareness by creating a dedicated social media presence on Twitter, Facebook, YouTube and through a traffic blog that not only expanded his audience but also started a much-needed conversation about important traffic safety issues.

These TPS efforts were widely seen as groundbreaking among law enforcement colleagues and social media experts. Given these successes, it was not surprising that other areas of the TPS were starting to use social media for a variety of reasons, including gathering information and intelligence, engaging the community, and vetting potential employees. The use of social media was spreading rapidly across the force, but the new initiatives were being undertaken with no policies, training, corporate leadership or effective means of measuring or evaluating the efforts.

THE FORCE RECOGNIZED THAT EXPANDING THE USE OF SOCIAL MEDIA WAS REALLY ABOUT EXPANDING ENGAGEMENT WITH THE COMMUNITY.

CHARTING A COURSE

To begin laying the groundwork for the new social media strategy, TPS established a project team that enlisted the help of an expert on law enforcement social media strategies.

One of the first priorities was to create a list of TPS units/divisions that would benefit from the use of social media and would become its primary users.

Twenty-seven units were identified, including all front-line divisions and some units with clear public education and crime prevention mandates, such as public safety and emergency management, communications, community mobilization and traffic services. These units encompass approximately 200 employees who would either create their own social media accounts or be active contributors to the corporate social media presence.

Within these units/divisions, specific positions, such as school resource officers, crime prevention officers, community response officers and traffic officers, were identified as social media ambassadors. Members in these ambassador positions regularly communicate with the public on key issues and topics, which is why they are ideally placed to use social media as a means of community engagement.

TPS recognized that buy-in from members was critical to the short-term development and long-term success of the project, so the project team approached all identified staff early on to gauge their interest in and existing knowledge of social media.

The force also recognized that expanding the use of social media was really about expanding the force's engagement with the community. For this reason, TPS solicited community feedback to learn which aspects of its existing social media efforts were working and which could be improved.

The force sent surveys to a random sample of the community, created a "Have Your Say" social media survey on its website, added social-media-focused questions to the annual school surveys distributed to students and teachers, and included social media questions in focus group discussions conducted in some of the city's more vulnerable communities.

These community surveys not only provided clear direction on what the community expected of the TPS social media strategy, they also helped establish baselines by which the force could measure the strategy as it evolved.

THE STRATEGY TODAY

After 18 months of development work, TPS launched its social media strategy in August 2011. Key components of the strategy include a documented social media procedure, which governs the use of social media as a TPS communications tool and provides a framework by which members must seek approval to officially use social media on behalf of the force.

The strategy also incorporates training through a three-day social media course, which was provided to all social media ambassadors and will be offered on an as-needed basis as TPS moves forward with the strategy for 2012.

The course includes an overview of the TPS communications strategy and social media procedure, followed by two days of hands-on experience, with members learning how to use TPS-approved social media

tools, then creating their own social media accounts and setting appropriate privacy levels ensure protection of personal information.

A consistent corporate identity is part of the strategy as well. Common branding, including naming conventions, biographical details, terms-of-use disclaimers, and Crime Stoppers links, is outlined and required for all TPS-related social media accounts.

Common branding ensures that all TPS profiles are recognizable to the public as professional representations of the force.

TPS has also created a cyber-vetting policy for new recruits that enables unit members to consider social media profiles during candidate selection processes while still respecting the rights of applicants.

SOCIAL MEDIA AT WORK

Each weekend, information on how to contact officers working particular areas targeting specific crimes is being posted into social media. Crime prevention tips — on how to send anonymous Crime Stoppers tips by phone, online, text and by smartphone applications, in particular — are routinely posted on official Toronto Police Service Twitter, Facebook and YouTube accounts.

A number of videos targeting crime prevention messages, including sexual assault awareness and prevention, appeals for missing persons, especially vulnerable persons with mental health and autism, have resulted in the safe return of missing persons. Leading up to the 2010 G20 meeting in Toronto, TPS posted a series of social media videos and used its social media accounts to advise the public of public order plans and information.

To track the effectiveness of the strategy and these initiatives, a new performance-measurement framework will allow TPS to determine how successful it has been in reaching its social media goals over the long term.

Established goals include increasing community outreach and improving community engagement, measured by monitoring the number of friends and followers on TPS social media sites. But it will take time to incorporate both a qualitative and quantitative measurement component.

Crime statistics for violent crimes such as homicides are significantly down, but it is too early to say if the use of social media has had an impact on this success.

LOOKING TO THE FUTURE

Members have, for the most part, become active contributors to the TPS social media strategy.

A few members have decided that using social media is just not for them, and that's OK, too.

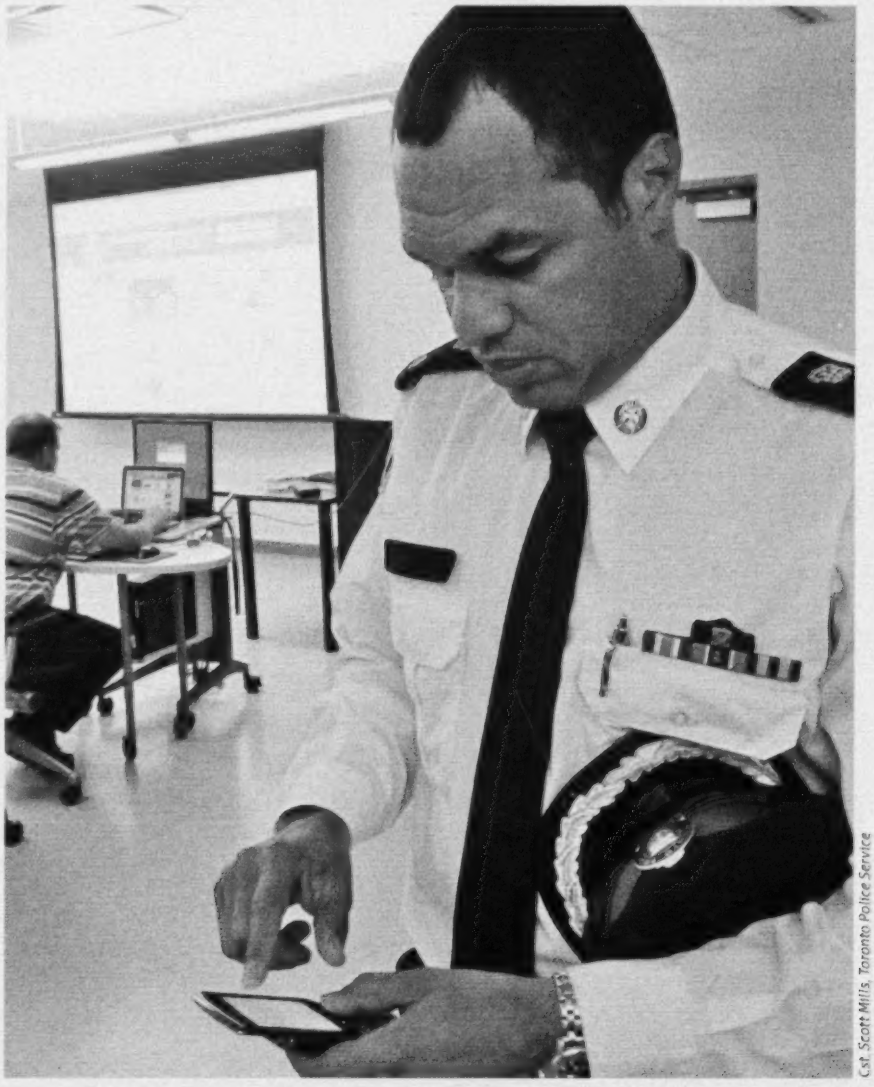
The TPS social media strategy is not just about how many members of the public know about the use of social media; it focuses on how social media makes those people feel about the police and their own safety.

If the force is able to effectively use social media to push out crime-prevention tips, provide accurate and timely information about legitimate threats to community safety, and engage the community by responding to questions and concerns through mutually respectful conversations, then the strategy will have met expectations.

The long-term effects of implementing this corporate social media strategy have yet to be seen, but the force remains optimistic. Success so far is because the strategy has been both a top-down and bottom-up effort.

Management support and leadership, combined with the innovation and experiences of members who have dedicated themselves to the development of this project, make TPS well positioned to implement a successful social media strategy that revolutionizes the way the force co-operates, collaborates and communicates with the public it serves. ■

Deputy Chief Peter Sloly checks his smartphone in the Toronto Police College classroom where the Toronto Police Service launched its new website and social media strategy at a press conference streamed live on the Internet.

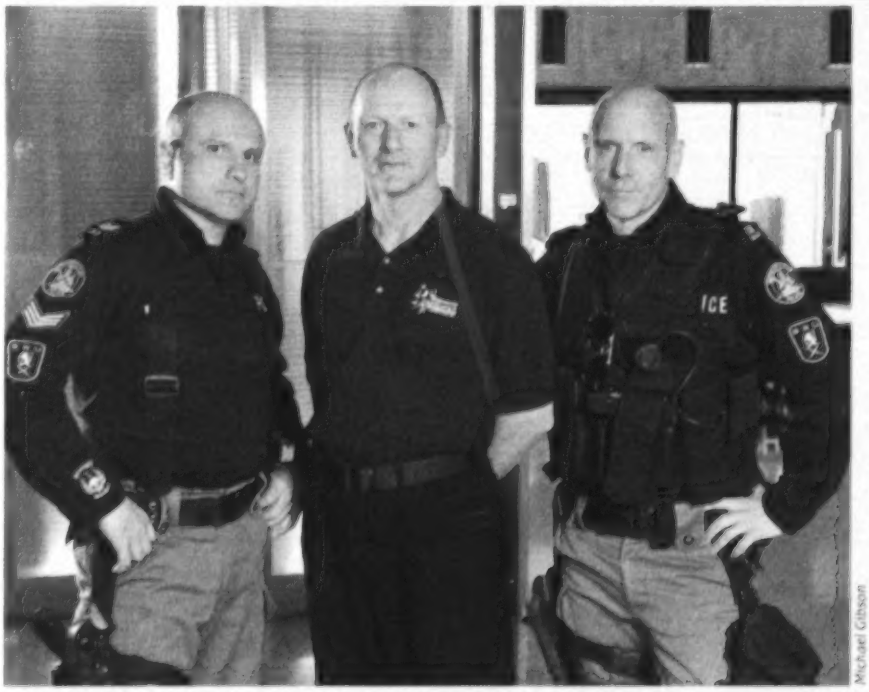


Cst. Scott Mills, Toronto Police Service

FROM TRAUMA TO TELEVISION

TECHNICAL CONSULTANT WORKS TO CHANGE PERCEPTIONS OF PTSD

When Toronto Police Service Det. Const. Jim Bremner started his career in policing, he was drawn to the effort and discipline involved in the SWAT team. Within the organization, he quickly worked his way up the ladder. But in 1999, struggling with the emotional cost, Bremner hit rock bottom. The road to recovery, he explains to Gazette *writer Sigrid Forberg, has led him down some interesting paths, including the opportunity to act as the technical consultant for the* CBS/CTV *show,* Flashpoint, *as well as to co-author a book on PTSD in the police force,* Crack in the Armor: a police officer's guide to surviving post traumatic stress disorder.



Michael Gibson

(From left) Enrico Colantoni, Det. Const. Jim Bremner and Hugh Dillon on the set of the Canadian television show, *Flashpoint*.

WHAT'S THE GOAL OF YOUR BOOK?

It's more or less a self-help guide to other officers who are struggling with PTSD because there's a number who struggle with it. It's a topic that's in the news or the paper at least twice a month, if not more. The numbers are high in the policing community. Police see a lot of trauma regardless of whether you're a tactical team or on traffic duty — you're still seeing the results of violence on the body and humans just aren't built to deal with that. There will be post-traumatic stress and when that's not dealt with, it becomes a disorder.

WAS THERE A SPECIFIC EVENT THAT TRAUMATIZED YOU?

It's cumulative. In 1999, our team had four calls within the span of six months that were investigated by the special investigations unit, so there's a lot of pressure around that. And then three of those were shootings — two within two days. It was the effects of the many hundreds of other calls I'd been to but those four in that short period of time had an impact.

And we have things going on in our home lives that we struggle to deal with as well — family members and things like that. It gets to a point where there's only so much one person can handle.

HOW DID YOU COME TO REALIZE THAT YOU WERE TRAUMATIZED?

I guess I knew there was something wrong based on the fact that I started to drink more and more until the point that I was passing out. I was sleeping in the street — it was a mess. Ultimately, I was charged with impaired driving and then through that, I finally got into rehab and got sorted out. But it took about four years for the wheels to totally fall off the cart.

WHEN DID YOU START WRITING YOUR BOOK?

That started around 2005 through my recovery process. It seemed kind of pathetic to me that nobody was talking about this issue and bringing some light to it. Just to write everybody off didn't seem right. So I spoke to Dr. Sean O'Brien, who I met through my recovery, and I said, would you be interested in coming up with a lecture or maybe to writing about this? And he was, so we started off writing a paper on it called *PTSD and the Police* that's since been publicized in a number of different law enforcement journals. And then we started doing some speaking engagements and it grew and grew.

At some point, it came to me that I had enough material to put a book together. And by that time, I was associated with *Flashpoint* and a writer there, Connie Adair, assisted me in writing the book. In recovery, I journaled every day, and there was enough there for the core of the book so she helped me organize it all. I got some insight from other people that I had worked with and my wife as well. So other officers and family members, when they read the book, maybe they can spot for somebody in their lives that something's not right and have a better idea what it may be.

HOW DID YOU END UP GETTING INVOLVED WITH *FLASHPOINT*?

I got a call that they were interested in speaking to a police officer who was involved in a shooting. I really didn't know what I was going to say. I went and I talked to them and when I told them how my life had been turned upside down and derailed, they couldn't believe how open and honest I was about it and it actually changed the direction of the show.

It became more about the human cost of policing than the guns, the tactical gear and the adventure. And while there's still a lot of that in the show, now you can see that each officer on that team, they deal with their own issues. I think that's probably what attracts people to the show.

WHAT INTERESTED YOU ABOUT DOING TECHNICAL CONSULTING FOR A TELEVISION SHOW?

It was all timing. They wanted to know about what it was like to be in a shooting and I'd just gotten out of rehab. In 2004, I wasn't on the tactical teams anymore and so even though it was a television team, I was still part of a team. And I guess it brought some closure and gave me some inspiration at the perfect time. It really happened in a serendipitous way. It wasn't that I said, 'I want to go out and be a technical consultant on a show,' it sort of just happened through the developing relationship I had with the creators of the show. And once we met the crew, obviously they needed to learn how to hold the weapons and where to stand, how to look and speak and so one thing just led to another.

IN YOUR FEEDBACK THAT YOU PROVIDE, HOW REALISTIC DO YOU TRY TO MAKE IT?

In terms of the human component, as real as real can be. I tell them how hard it is to pull a trigger, how hard it is to deal with the aftermath of it. I'll reflect on how things have affected my life with the actors so they have an understanding of what they're involved in. It's not just something we come by easily, these are things that we struggle with morally and ethically during and well after the event.

WITH SHOWS LIKE THIS, HOW IMPORTANT IS IT TO HUMANIZE THE OFFICERS?

So important. It helps us tremendously in how we deal with the public. And you know, for some reason, you run away from it. But through the book and the television program, that's really my goal to let the public see us as the people that we are and understand that we have the same things going on in our lives but we just have a particular job to do.

HAVE THEY EVER DRAWN ON YOUR EXPERIENCES FOR AN EPISODE?

The *Haunting the Barn* episode in fact was more or less about my particular episode. It was obviously done in a different setting but if you watch carefully, there's no doubt that it's me.

WHAT WAS IT LIKE TO SEE YOUR OWN STORY ON TELEVISION?

Surreal at times and then there's some sense of accomplishment because that particular show became a vehicle for speaking out about post-traumatic stress disorder. We have to make it clear what a serious issue it is because the drinking, drugging, eating, not eating, gambling are ways of masking emotional turmoil. For years, we've dealt with those as issues on their own but they're always linked to trauma. If you don't deal with the trauma, the people go back to those eating, not eating, drinking, drugging — they go back because the emotional turmoil still exists.

I TELL THEM HOW HARD IT IS TO PULL A TRIGGER, HOW HARD IT IS TO DEAL WITH THE AFTERMATH OF IT.

The funny thing about policing is that we always talk about the psychological exam all our police officers get at the beginning of their career, but there's none in between. You haven't been a police officer yet so for most people, you've had no trauma to deal with in your life. To me, it should be like going to the dentist.

You go every six months whether you have a cavity or not. And if we could look at mental health in the same manner, I think you'd have a lot healthier police service.

IF THERE WAS JUST ONE THING THAT YOU WANTED PEOPLE TO KNOW ABOUT TRAUMA AND PTSD, WHAT WOULD THAT BE?

For every officer who dies in the line of duty, between three and eight commit suicide. In policing, we're always looking for blame and fault and negligence — all of these words imply intent. There's no intent in what we do: we are sent to a call and we resolve it as best we can with the tools that we have. The reality of violence is that sometimes there is no alternative.

I think by accepting and making it a reality in training and getting people to understanding that, they're going to have a different feeling at the end of it. So that's really my goal, to change how we look at everything. ■

Enrico Colantoni as Sgt. Gregory Parker, David Paetkau as Sam Braddock and Amy Jo Johnson as Julianna 'Jules' Callaghan in a scene from TV's *Flashpoint*.

Jan Thijs

FAR FROM REALITY TELEVISION

WEBSITE EXPLORES IMPACT OF CSI EFFECT ON JURIES

By Mike O'Berry, U.S. National Forensic Science Technology Center, Largo, Florida

While there is no disputing the tremendous popularity of forensic crime dramas, what has been debated is whether these popular television shows are affecting the decisions of juries in a real courtroom.

Many members of the criminal justice community claim that jurors' perceptions of the need for specific forensic evidence is impacting the decisions they make in the courtroom, a hypothesis frequently referred to as the CSI effect theory. The theory suggests the expectations of real-life jurors can be coloured by the often-unrealistic portrayal of forensic science on television.

To help explain this theory and address the challenges it creates, the National Institute of Justice (NIJ) has launched an interactive website, developed by the National Forensic Science Technology Center in the United States, dedicated to exploring the CSI effect theory and the myths and facts surrounding forensic evidence presentation in the courtroom.

The website, targeted to officers of the court, provides the latest research on the theory as well as different perspectives and observations from experts throughout the justice community.

According to some, the volume of forensic science-related television dramas has given jurors a heightened sense of awareness about forensic evidence.

As noted in the *NIJ Journal* article "The 'CSI Effect': Does It Really Exist," weekly Nielsen television ratings in 2006 indicate that 30 million people watched the original Las Vegas-based *CSI* on one night, 70 million watched at least one of all three *CSI* shows — including its New York and Miami spin-offs — and 40 million watched two other forensic dramas, *Without a Trace* and *Cold Case*. Collectively, viewership reached more than 100 million.

Those ratings also revealed that five of the top 10 television programs that week were about scientific evidence in criminal cases. The question for those studying the CSI effect becomes whether or not there is a corresponding increase in bias among the pool of potential jurors.

"Many viewers of popular crime shows report for jury duty the next day with no concept of what actually takes place in a forensic laboratory," says Robert O'Neill, U.S. Attorney for the Middle District of Florida, one of the featured experts on the website. "As a result, they may have unrealistic expectations of the types of forensic evidence that should be presented. It is critical that judges and lawyers understand this and identify ways to address this possible bias."

Crime scene video footage, for example, is nearly always portrayed on television as crystal clear. In fact, this type of evidence is nearly always grainy and difficult to decipher. To address this, prosecutors may need to proactively acknowledge the limitations of the evidence and appeal to the juror's common sense.

DNA identification is portrayed on television as a simple click of the mouse matching a suspect to a DNA sample. In reality, testing and comparison is much more complicated and time consuming. Drawing a distinction between entertainment and reality may help to reeducate the jurors and keep their expectations realistic.

According to O'Neill, in many cases it is now necessary and becoming more common for prosecutors and defense attorneys to be even more thorough in jury selection and interviewing as well as when planning forensics expert witness testimony.

O'Neill and other high-profile experts from the prosecution, defense and the bench explain why it is important to continually explain to jurors — not only in voir dire, the jury selection process, but also in opening statements, witness testimony and closing arguments — that the evidence collection and courtroom process doesn't work like it does on television.

The website also provides links to additional resources, including: *Investigative Uses of Technology: Devices, Tools, and Techniques; Investigations Involving the Internet and Computer Networks; What Every Law Enforcement Officer Should Know About DNA Evidence;* and *Principles of Forensic DNA for Officers of the Court.*

Not only will the website and these resources enable users to learn more about CSI effect theory and its potential impact on juries, but they will also allow them to draw their own conclusions.

For more information, visit http://projects.nfstc.org/csieffect »

The opinions, findings, and conclusions or recommendations expressed in this website are those of the author(s) and do not necessarily reflect those of the U.S. Department of Justice.

The National Institute of Justice (NIJ) in the U.S. has launched an interactive website dedicated to exploring the CSI effect theory and the myths and facts surrounding forensic evidence presentation in the courtroom.

SCARED SAFE

SHOCKING SEATBELT ADS TEACH DRIVERS TO BUCKLE UP

By Mallory Procunier

Popping up on billboards and bathroom walls in two of Alberta's most populous cities are disturbing images that drive home an important point — "If you're not wearing your seatbelt, what's holding you back?"

These images are part of the Alberta Occupant Restraint Program-sponsored (AORP) "Ugly" campaign that asks Albertans this precise question, and blatantly illustrates the potential consequences of not buckling up.

Beginning on October 7, 2009, the "Ugly" campaign unveiled candid billboard images and radio announcements that targeted at-risk male drivers between the ages of 18 and 45.

Two of the most shocking images created for the campaign depict a man with a scratched and bloodied face, as well as a hearse with a "Child on Board" sticker in the back window.

These images have received equal praise and criticism in both Edmonton and Calgary.

Some say the images are effective at driving the point home, yet some are stunned by the campaign's realistic and graphic nature.

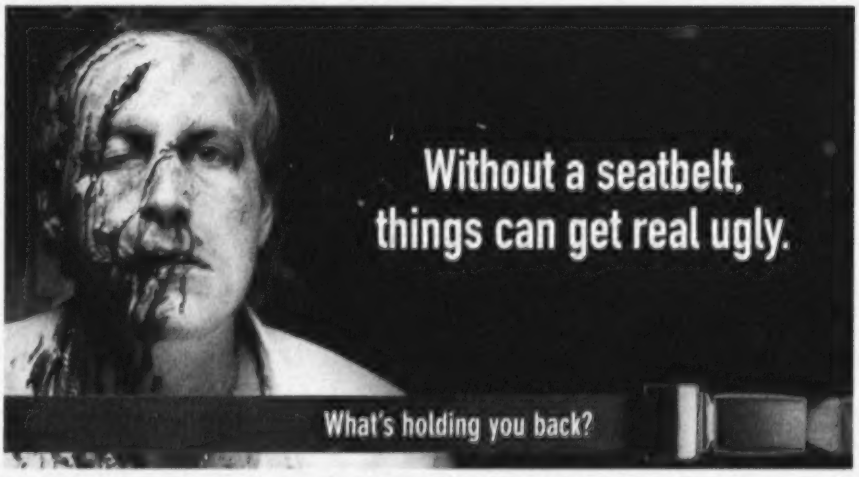
"We knew it was hitting home with some people because of the feedback we were receiving. Some were taken aback by the photos and depictions [of the bloody face], yet what is shown is one of the lesser things that can happen to you," says Insp. James Stiles of Alberta RCMP's Traffic Services who is involved in the campaign.

SOME WERE TAKEN ABACK BY THE PHOTOS AND DEPICTIONS OF THE BLOODY FACE, YET WHAT IS SHOWN IS ONE OF THE LESSER THINGS THAT CAN HAPPEN TO YOU.

"To us, the positives outweigh the negatives and we want people to be engaged in the discussion."

SEEING THE EFFECT

The "Ugly" campaign was only one part of the AORP, a 14-year-old program that brings together the expertise of law enforcement agencies in the province, as well as Alberta Transportation, Alberta Health, Alberta Health Services, St. John Ambulance, Transport Canada and the Alberta Centre for Injury Control and Research at the University of Alberta.



The "Ugly" ad campaign depicts shocking images that have received equal praise and criticism.

Many initiatives were conducted in the province over the years to determine the number of people who use occupant restraints. Surveys concluded that just a few years ago, in 1999 only 62 per cent of people in rural Alberta buckled up. In Alberta, where drivers are not given demerit points for not wearing a seatbelt, one of the last resorts for seatbelt enforcement was through a direct educated campaign.

"The public is more receptive and willing to take ownership of their behavior and of the enforcement campaign when it is supported by communications," says Joyce McBean-Salvador, who also works on the campaign.

"We had to combine public awareness with public education and follow up with enforcement."

Since the campaign began, the AORP has been monitoring the number of seatbelt-related tickets given out in the province, as well as taking additional surveys and testing focus groups to determine its success.

It has been measured that Alberta currently has a seatbelt-wearing rate of 92 per cent, but the group doesn't need to look at numbers to see the campaign is having a positive effect.

"I know that the AORP has had a definite impact on increasing the amount of people wearing seatbelts in the province and the Ugly campaign was a big part of that," Stiles says.

"Fatalities are going down, but there is still that select group of people who are killed because they are not wearing their seatbelts."

INTERNATIONAL APPEAL

Not only did these campaign materials catch the eyes of Albertans, but they also received international recognition.

The "Hearse" campaign materials, including billboard ads and radio announcements, were applauded at the 2010 annual International Safety Media Awards. AORP's powerful messaging earned Canada the gold award in audio as well as a silver award in print.

This international award is particularly important to AORP, as they show just how far Canada has come in terms of safety campaign messages.

"When the campaign began several years ago, the concern from the front line of health and enforcement in the province was that we needed to have strong messages," says McBean-Salvador.

"We can now say that we have finally reached that goal of being able to compete with other countries that have made huge strides forward in traffic safety."

"Legal highs," or substances developed to circumvent existing drug control legislation, are a concerning new drug phenomenon, according to the 2011 United Nations World Drug Report. Some of these substances are marketed as products that appear harmless — with labels reading "not for human consumption" — but they pack a powerful punch and leave regulatory bodies struggling to play catch up. Here's a look at two such substances, now controlled in several countries, and their impact on the global drug landscape.

DRUG CLASS: synthetic cathinone (intended to mimic the effects of ecstasy)
CHEMICAL NAME: 4-methylmethcathinone (4-MMC)
MARKETED AS: "bath salts," "plant food," "research chemical"
COMMON BRAND NAMES: Blue Silk, Ivory Snow, Vanilla Sky, White Dove
COMPOSITION: fine powder, crystals or pills that are swallowed, smoked, snorted or injected.

THE FACTS:

- Fourth most popular street drug (after cannabis, ecstasy and cocaine) used in the last month by respondents to a November 2009 online drug survey conducted by the U.K.-based clubbing magazine Mixmag.
- Used, at least once, by 61 per cent of participants in a second Mixmag survey conducted in 2010. Seventy-five per cent of users reported taking mephedrone after the U.K. had legislatively banned the drug on April 16, 2010.
- Sold on at least 77 English-language Internet sites as of March 8–10, 2010, according to web analyses by the European Monitoring Centre for Drugs and Drug Addiction. Nine of these sites still openly sold mephedrone on the day the U.K. legislatively banned the drug.
- Easier to obtain than cannabis, according to the 80 per cent of Northern Irish students aged 14–15 who reported knowing where to buy mephedrone in a May 2010 doctoral study by C. Meehan of the University of Ulster.
- Recorded as the cause of death in two fatalities in the west of Scotland between February and May 2010, according to toxicology reports completed by the Forensic Medicine and Science unit at the University of Glasgow.
- Present in nine of more than 110,000 drug exhibits analyzed by Health Canada in 2010.
- Largest seizure in Europe: more than 130 kilograms — approximately 260,000 tablets — taken from a tabletting operation in the Netherlands in October 2009.

DRUG CLASS: Synthetic cannabinoid (intended to mimic THC, the active drug in cannabis)
CHEMICAL NAME: Several, but JWH-018, JWH-073 and CP 47,497-C8 are three common compounds.
MARKETED AS: "incense," "potpourri," "herbal smoking blend"
COMMON BRAND NAMES: Spice, K2, Genie
COMPOSITION: crushed herbs sprayed with chemical drugs.

THE FACTS:

- Spurred 4,421 calls to U.S. poison centres between Jan. 1 and Aug. 31, 2011 — up from 2,915 calls for all of 2010 — according to statistics from the American Association of Poison Control Centers.
- Reported to produce a high up to four times stronger than that of marijuana (for JWH-018 and JWH-073), according to drug information posted by Utah-based drug-test provider Transmetron.
- Used by 12.6 per cent of U.K. respondents in a 2009 online drug survey conducted by Mixmag. By comparison, 85.9 per cent of respondents had used cannabis.
- Linked to periods of extended psychosis — lasting anywhere from five days to three months — according to case studies conducted by the Naval Medical Center in San Diego.
- May present a higher potential for addiction than does cannabis, due to quicker development of tolerance among users, according to the 2011 United Nations World Drug Report.
- Used, at least once, by seven per cent of 1,157 students aged 15–18 surveyed in Frankfurt, Germany, according to a 2009 study by the Centre for Drug Research at Frankfurt University.
- Implicated in approximately 50 seizures made by the Canada Border Services Agency (CBSA) and police forces across Canada since 2008, according to a CBSA media release issued on Jan. 27, 2011.

WIPING CRIME OFF THE MAP

MATHEMATICAL MODEL FORECASTS CRIME HOTSPOTS

By Sigrid Forberg

Like with earthquakes, crimes start with an initial incident, followed by a wave of aftershocks.

This principle is known as repeat victimization. Six years ago, a group of researchers at the University of California, Los Angeles (UCLA) formed a team to build a crime model based on seismological models that could effectively predict crime locations.

The team, comprised of two mathematicians, a criminologist and an anthropologist, represented two unique skill sets. The mathematicians brought a practical, simplified perspective to the creation of the model, while the social scientists brought an intuitive, experiential understanding of human behaviour.

Dr. Jeffrey Brantingham, an associate professor in the anthropology department at UCLA, says these differences are what helped perfect the model.

"We actually sort of struck a nice balance between a simple model, but with enough details that it was behaviourally realistic," says Brantingham. "If you try and work with too many things and build it too complex, then the math won't work for you."

Dr. George Mohler, an assistant professor in the department of mathematics and computer science at Santa Clara University, joined the research team in 2008. While searching key words in academic databases, Mohler kept coming across seismological models.

The models for earthquakes, Mohler explains, have been around for decades and are very well-developed and specific, but they didn't necessarily fit for crime data.

"We were basically just figuring out what was the appropriate model for these patterns and in some sense, the class of models existed already," says Mohler. "It was just a matter of tailoring the existing ones to the crime data."

The team tested the model's accuracy using crime data from the Los Angeles Police Department's (LAPD) records dating back several years.

Zach Friend, a crime analyst for the Santa Cruz police department (SCPD), heard about the research and contacted Mohler to see if the SCPD could test out the model from an operational standpoint.

The SCPD launched their pilot project in July 2011. Every day, Friend organizes and then inputs crime data into a computer database that uses the algorithm to generate a map of the 10 most likely hotspots for crimes for the day.

These maps are given to the patrol staff at the beginning of their shifts. When officers have free time, they're asked to pass through the marked areas. The idea is that their presence will serve as a deterrent, preventing crimes entirely.

"The criminologists didn't believe that there's displacement of these types of crime," says Friend. "We understand that people actually will not travel a mile or six blocks to commit the crime."

Brantingham explains that several factors make a home or neighbourhood where someone has already committed a crime more likely to be targeted again, but it's not as simple as "good" versus "bad" neighbourhoods.

"Fixed environmental characteristics do not explain repeat victimization," says Brantingham. "Rather, it's something that the burglar learns about your house in the act of committing the initial crime that brings them back to do it again."

While this isn't a new theory in criminology, having a tool that puts it into practical use is new.

Friend says it's too soon to determine the success of the program, but he does note that burglaries in Santa Cruz were down 27 per cent in July 2011 compared to July 2010.

He adds that one of the biggest benefits is that it doesn't add more work to the already busy patrol officer's day.

If they have time, they visit the marked spots on the map, but if they don't, there's no onus.

Another advantage to the model is that it requires little to no adjusting to work anywhere. However, varying city sizes and populations may mean larger cities like L.A., who plan to roll it out soon, will have to adapt their practices to best utilize the model.

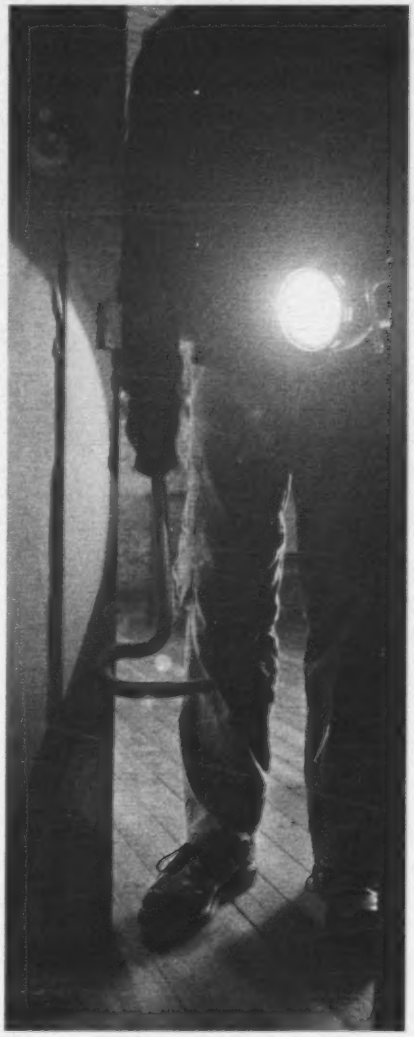
Brantingham adds that this model is not meant to take the place of real officers.

"We would never say this is going to replace policing," says Brantingham. "The art of policing includes experience, expertise and intuition and clearly that is absolutely essential. These sorts of tools hopefully just produce an added value for police work."

In addition to the LAPD, two dozen other American law enforcement agencies have contacted Friend as well as three major Canadian cities to express their interest in the program.

The research team will continue to work with the feedback from the pilots to perfect the model for greater use. ▪

Repeat burglaries can't be explained by fixed social or environmental factors, but rather what a burglar is able to learn about a home during the crime.



CURE FOR THE 'SICK'

EDUCATION-BASED DISCIPLINE OFFERS ALTERNATIVE

By Sgt. Albert Cobos, Los Angeles County Sheriff's Department, Education-Based Discipline Unit

Conceived in 2008 and introduced to the law enforcement community at Harvard University in 2009 by Sheriff Leroy Baca of Los Angeles County Sheriff's Department (LASD), Education-Based Discipline (EBD) is an innovative concept that offers an alternative to the traditional discipline process used by many law enforcement agencies in the United States.

Under the former discipline model of the LASD, the largest sheriff's department in the world and third largest local policing agency in the U.S., sheriff deputies and civilian staff received discipline in the form of written reprimands, unpaid suspensions, demotions, or terminations.

The desire to offer an alternative to the traditional discipline process of administering unpaid suspensions to employees is rooted in Baca's desire to have employees complete the discipline process and remain viable employees who continue to contribute to the department and its mission.

"Employees are led to the muddy waters of punitive discipline and made to drink, and then they get sick," says Baca, who is responsible for the LASD's 18,000 sworn/civilian employees that serve and protect the approximately four million people. "Some are sick for the moment, and for some it takes a lifetime to cure."

Baca understands that discipline will continue to be a component of any organization. But some disciplined employees become "sick" after the discipline process. These employees remain with the organization and their commitment to the department may be negatively affected by the discipline they have received.

Most law enforcement officers, particularly supervisors, have experienced some negative attitudes that disciplined employees bring to shift briefings, training sessions and the work environment.

These negative attitudes not only influence the individual officer that has been disciplined, but it also affects those with whom they interact on a daily basis.

EBD is a program that proactively addresses these negative attitudes by offering behaviour focused training that is related to the incident resulting in discipline.

IMPLEMENTATION

The LASD implemented EBD over a 16-month period between January 2008 and April 2009 to offer an optional alternative to employees who were facing an unpaid suspension as a result of a disciplinary investigation.

For the LASD, there were a variety of stakeholders that had an interest in the implementation of EBD. The process had to be presented to executive staff members, the Office of Independent Review, Internal Affairs, Employee Relations/Affairs and the three unions that represent the majority of people employed by the LASD. And since EBD was a new program that had not been used by any other policing agency in the United States, effectively communicating the basic tenets of EBD was important.

But because EBD was being presented in a relatively transparent manner and was proposed as an additional option for employees facing an unpaid suspension — ensuring employee protections remained intact — the EBD Unit, which consists of one lieutenant, one sergeant and two clerks, had to overcome very few obstacles to successfully implement the new process.

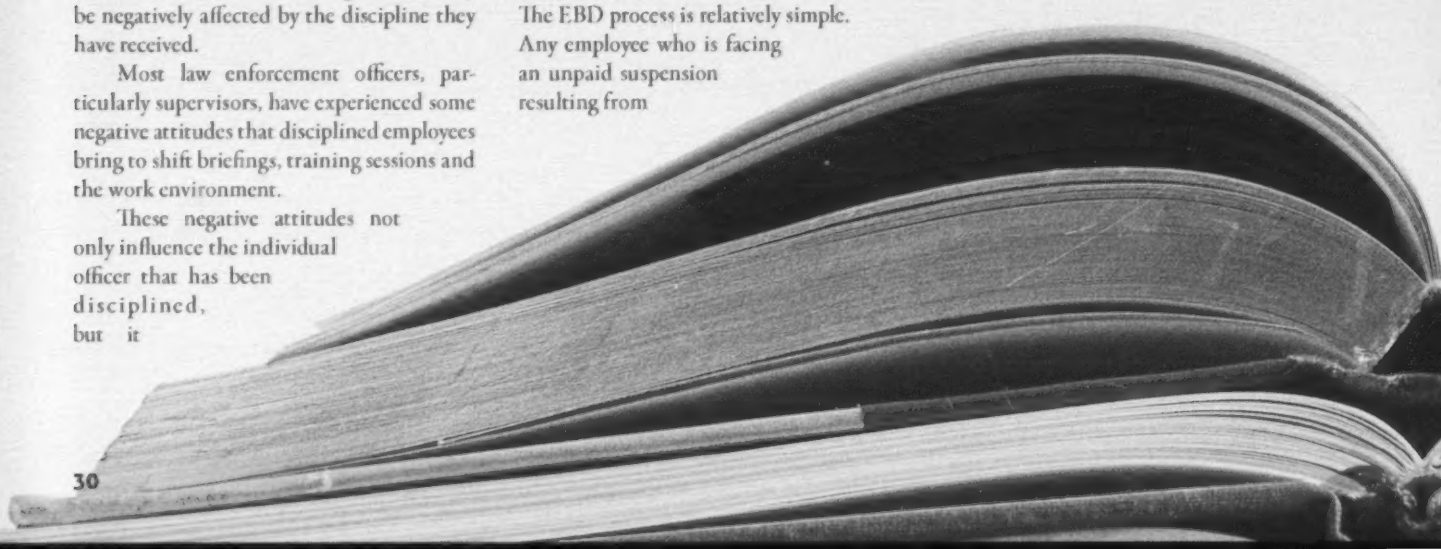
EBD IN PRACTICE

The EBD process is relatively simple. Any employee who is facing an unpaid suspension resulting from a disciplinary investigation is offered the option of EBD. The offer of EBD to the employee usually occurs at the point where the employee is being formally notified of the department's intent to suspend them for a specific number of days.

It is at this point of the discipline process where the employee will be offered an EBD proposal that details what classes and/or independent study options the employee will be required to complete in lieu of receiving an unpaid suspension.

When the EBD proposal is offered, the employee has three options to consider. With the first option, an employee can reject the EBD proposal and accept the suspension. The second option occurs when the employee files a grievance regarding the discipline being imposed; again, all employee protections remain intact. The third option is the voluntary acceptance of the EBD proposal where the employee agrees to fulfill the requirements of the proposal.

Once an employee agrees to EBD in lieu of an unpaid suspension, the employee has a 12-month period to satisfy the requirements of the agreement. The EBD settlement agreement states that the employee waives future grievances regarding this particular discipline process in addition to agreeing to satisfy all of its requirements. Additionally, if an employee fails to satisfy the requirements of the EBD settlement agreement, the entire unpaid suspension originally proposed to the employee will be imposed.



The EBD settlement agreement states that the majority of the classes and/or independent study requirements are to be conducted while on duty. There are exceptions for alcohol and domestic violence offenses where an employee would be required to attend counseling sessions.

Due to the nature of counseling sessions being offered at a variety of hours during the day, it would be difficult have the employee attend them in an on-duty capacity. But for all other class requirements, the employee attends them while on duty.

The formula used by the LASD to offset suspension days with EBD requirements is a simple one. For every four hours of training that an employee receives in an EBD course/class, the employee will receive one EBD credit that will offset one day of an unpaid suspension. For example, an employee that receives a 10-day suspension will need to attend five eight-hour classes to offset the unpaid suspension.

Additionally, an employee may be given more training hours than is needed to offset the number of unpaid suspension days imposed. Having an employee attend more classes than needed to offset unpaid suspension days is acceptable since the employee is voluntarily entering the EBD settlement agreement.

Selecting classes and/or independent study options for an EBD settlement agreement is an easy process. The unit commander of the disciplined employee has a menu of options that relates to the specific offense or policy violation for which the employee is involved.

Developed by a police psychologist with more than 20 years experience in the field, these options, which apply to every policy violation in which an employee may be involved, are described by the following behavior characteristics:

- problem solving and self-management;
- skill enhancement;
- boundary recognition;
- substance misuse/abuse awareness;
- character reinforcement; and
- external factors

Each of the behavior characteristics has several recommended classes or training options available.

LIFE CLASS

One requirement for all EBD settlement agreements mandates that an employee must attend a Lieutenants' Interactive Forum for Education (LIFE) class, which focuses on decision-making. Through interactive group activities, participants are exposed to the notion that decision-making is a process that is influenced by their needs, values and responsibilities.

As the foundational class for any EBD settlement agreement, the class has proven to be a very successful component of the program.

According to a sampling of a survey of approximately 300 employees, a majority agreed that they would make better decisions as a result of the class and that they would recommend it and EBD to others considering it as an option.

EXPANSION

There are approximately 35 agencies using EBD throughout the U.S., while several others have implemented portions of the program or are seriously considering it.

And as the interest in EBD continues to grow, the LASD is committed to assisting agencies interested in implementing the program.

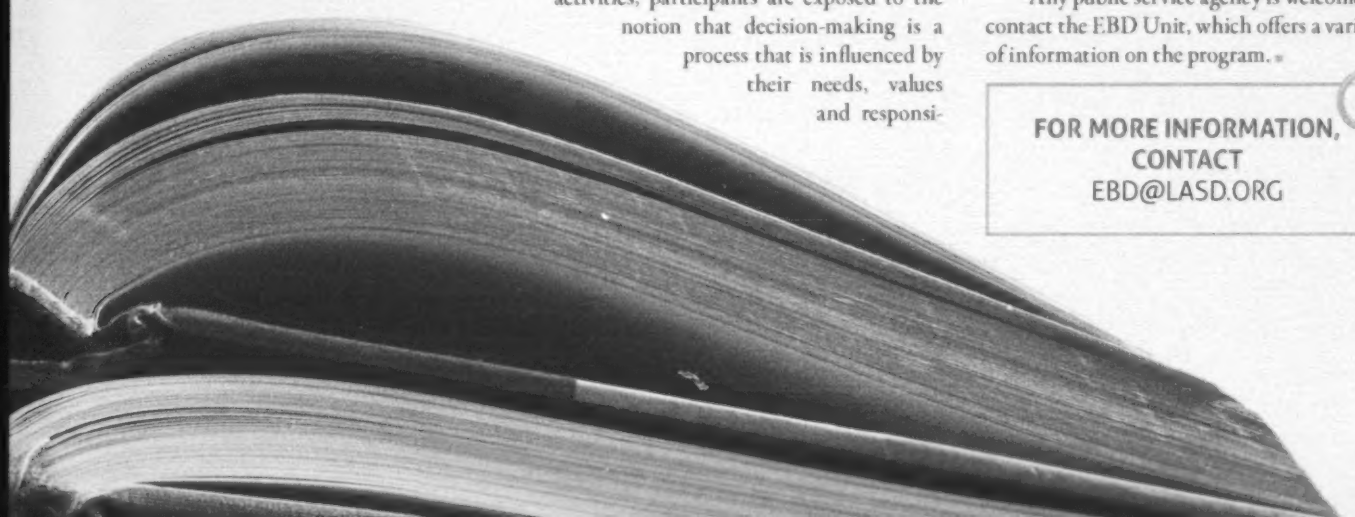
Any public service agency is welcome to contact the EBD Unit, which offers a variety of information on the program.

EBD CROSS COUNTRY

Agencies within the U.S. that have implemented portions of the EBD program or are seriously considering implementing include:

- California Highway Patrol
- Border Patrol, Department of Homeland Security
- Sacramento Police Department, California
- Canton Police Department, Ohio
- Los Angeles Airport Police, California
- Las Vegas Metropolitan Police Department, Nevada
- Los Angeles County District Attorney's Office, California
- Johnson County Sheriff Department, Colorado
- Los Angeles City Fire Department, California
- Newport News Police Department, Virginia
- Clay County Sheriff's Office, Florida
- Muskogee Police Department, Oklahoma
- Kennebec County Sheriff's Office, Maine
- Seattle Police Department, Washington
- Dallas Police Department, Texas
- Cass County Sheriff's Office, North Dakota

FOR MORE INFORMATION, CONTACT
EBD@LASD.ORG



LATEST RESEARCH IN LAW ENFORCEMENT

The following are excerpts from recent research related to justice and law enforcement. To access the full reports, please visit the website links at the bottom of each summary.

A STUDY OF HOW PEOPLE WITH MENTAL ILLNESS PERCEIVE AND INTERACT WITH THE POLICE

By Dr. Johann Brink et al. for the Mental Health Commission of Canada

Though a considerable body of research exists concerning the perceptions of police officers towards people with mental illness, there is a dearth of research focusing specifically on the perceptions that people with mental illness hold toward the police.

The research described within this report is focused on addressing this knowledge gap.

The study was carried out in British Columbia (B.C.), Canada, from August 2009 to March 2011.

The study participants comprised people who live with schizophrenia, schizoaffective disorder, other psychosis or bipolar disorder and have had direct contact with the police.

Sixty people participated in interviews, 244 completed surveys, and 28 took part in focus groups.

A review of the research literature revealed several interesting trends regarding how people with mental illness have perceived and interacted with the police in other jurisdictions.

For example, two in five people with mental illness have been arrested in their lifetime, three in 10 people with mental illness have had the police involved in their care pathway, and one in 20 police dispatches or encounters involve people with mental health problems.

The survey results suggest that people with mental illness in B.C. tend to hold a less positive attitude, in comparison to the general public, toward the police.

In contrast to the 76 per cent of the general public in B.C. that endorsed confidence in the police, only a slight majority of participants in our survey indicated that they had confidence in the police.

Numerous and recent contacts with the police were common among the participants. A frequent type of interaction involved being transported (e.g., to hospital or to jail) by a police officer.

Other common interactions included mental health crises, being stopped for alleged criminal behaviour and requesting assistance as a victim of crime.

Despite an expressed lack of confidence in the abilities of the police, 85 per cent of interview participants perceived that they were treated in a procedurally fair manner by the police officer(s) who were involved in their most recent interaction.

Items that were less frequently endorsed by participants concerned whether they understood, or were told by the officer(s), what was happening to them during the interaction, or what would happen to them after the interaction.

Most interview participants thought it would be helpful for a police officer to have access to background information about a person with mental illness prior to arriving on the scene with them.

Ninety per cent of interview participants felt that it was "very" or "extremely" important to train police officers to handle situations that involve people with mental illness.

TO ACCESS THE FULL REPORT, PLEASE VISIT: MENTALHEALTH COMMISSION.CA

SEXTING: A TYPOLOGY

By Janis Wolak and David Finkelhor for the Crimes Against Children Research Center

The term "sexting" has been used in the media and by researchers to refer to sexual communications with content that includes both pictures and text messages, sent using cellphones and other electronic media.

Sexting has prompted considerable worry and controversy.

There is concern that young people are adding unknowingly to the already daunting supply of illegal online child pornography; that youth may be compromising futures with images that could be permanently available to colleges, employers and child pornography traffickers; and that youth may be charged with serious sex crimes and placed on lifelong sex offender registries for impulsive teenage indiscretions.

To help promote an objective discussion of the problem and to develop strategies to minimize its dangers and harm, we have reviewed approximately 550 sexting cases that came to (U.S.) law enforcement attention in 2008 and 2009 to develop an evidence-based typology.

The cases all involved "youth-produced sexual images," defined as images of minors created by minors that could qualify as child pornography under applicable criminal statutes.

The aim of the typology is to show the diversity of sexting incidents and to organize them in a way that helps law enforcement, school officials, parents and others confronted with sexting incidents to differentiate among and assess such cases.

We determined that cases could be broadly divided into two categories, which we termed "aggravated" and "experimental." Aggravated incidents involved additional criminal or abusive elements beyond the creation, sending or possession of youth-produced sexual images. These additional elements included:

1. adults soliciting sexual images from minors, other instances of minors sending images to adults, or other illegal adult involvement; or
2. criminal or abusive behaviour by minors such as sexual abuse, extortion, deception or threats; malicious conduct arising from interpersonal conflicts; or creation or sending of images without the knowledge or against the will of minors who were pictured.

In experimental incidents, by contrast, youth created and sent sexual images without any of these additional elements.

There was no criminal behaviour beyond the creation or sending of images, no apparent malice and no lack of willing participation by youth who were pictured.

Generally speaking, in these Experimental episodes, youth took pictures of themselves to send to established boyfriends or girlfriends, to create romantic interest

in other youth, or for attention-seeking or other reasons that did not appear to involve elements of the aggravated cases.

The most important implication of this analysis is the recognition that youth-produced images are made and disseminated under a wide range of circumstances. It is crucial that no single stereotype about these cases be allowed to predominate in popular thinking or influence public policy.

TO ACCESS THE FULL REPORT, PLEASE VISIT:
UNH.EDU/CCRC/

MEDIA PIRACY IN EMERGING ECONOMIES

By Joe Karaganis et al. for the Social Science Research Council

Media Piracy in Emerging Economies is the first independent, large-scale study of music, film and software piracy in emerging economies, with a focus on Brazil, India, Russia, South Africa, Mexico and Bolivia.

Based on three years of work by some 35 researchers, the study tells two overarching stories: one tracing the explosive growth of piracy as digital technologies became cheap and ubiquitous around the world, and another following the growth of industry lobbies that have reshaped laws and law enforcement around copyright protection.

The report argues that these efforts have largely failed, and that the problem of piracy is better conceived as a failure of affordable access to media in legal markets.

MAJOR FINDINGS

- Prices are too high. High prices for media goods, low incomes and cheap digital technologies are the main ingredients of global media piracy. Relative to local incomes in Brazil, Russia or South Africa, the retail price of a CD, DVD or copy of Microsoft Office is five to 10 times higher than in the U.S. or Europe. Legal media markets are correspondingly tiny and underdeveloped.
- Competition is good. The chief predictor of low prices in legal media markets is the presence of strong domestic companies that compete for local audiences and consumers. In the developing world, where global film, music and software companies dominate the market, such conditions are largely absent.
- Antipiracy education has failed. The authors find no significant stigma attached to piracy in any of the countries examined. Rather, piracy is part of the daily media practices of large and growing portions of the population.
- Changing the law is easy. Changing the practice is hard. Industry lobbies have been very successful at changing laws to criminalize these practices, but largely unsuccessful at getting governments to apply them. There is, the authors argue, no realistic way to reconcile mass enforcement and due process, especially in countries with severely overburdened legal systems.
- Criminals can't compete with free. The study finds no systematic links between media piracy and organized crime or terrorism in any of the countries examined. Today, commercial pirates and transnational smugglers face the same dilemma as the legal industry: how to compete with free.
- Enforcement hasn't worked. After a decade of ramped up enforcement, the authors can find no impact on the overall supply of pirated goods.

TO ACCESS THE FULL REPORT, PLEASE VISIT:
PIRACY.SSRC.ORG/THE-REPORT/

A sea of pirated CDs, DVDs and video tapes moments before destruction.

CALL FOR CHANGE

QUESTIONING CANADIAN INTERVIEWING TRAINING AND PRACTICE

By Cst. Michael Stinson, Greater Sudbury Police Service

There has been a lot of interest in the last couple of years regarding the British PEACE model of investigative interviewing and its presence in Canada.

The article, "Reforming Investigative Interviewing in Canada," which appeared in the Canadian Journal of Criminology and Criminal Justice in April 2010, provided a snapshot of current Canadian practices, highlighted shortcomings to current training, described the PEACE model and its benefits and proposed reforms to improve and professionalize the role of the investigative interviewer.

This article will examine these recommendations as they will not only prove to be of interest to Canadian investigators but will also highlight what has been missing from the discussion to date.

CURRENT CANADIAN SITUATION

Current interviewing practices in Canada can be described as cursory at best. Investigative interviewing is, without a doubt, one of the most important functions of policing. Despite this acknowledgement of just how important investigative interviews are in investigations it is virtually ignored training wise.

There is very little done at the recruit level. Those officers that eventually receive training are usually at the detective rank and have had several years of learning this critical skill on the job, usually from more senior members who themselves have learned it the same way. Arguably, this is not the best training method.

There have been judicial inquiries in Canada that have described poor interviewing practices as problematic — yet little has changed.

The cognitive interview, for example, is considered the most productive interview technique with regards to victims and witnesses and it is not widely taught at the start of an officer's career, if at all.

While some police services may supervise and evaluate interviews, this is likely done more so for suspects and the accused than for witnesses. And this is far more likely for major crimes than a standard, across-the board activity.

BRITISH MODEL

Canadian police can, however, learn from the British PEACE model, which was developed in the United Kingdom as an investigative interview framework for police. After examining miscarriages of justice that had occurred in England and Wales, new legislation contained in the 1984 Police and Criminal Evidence Act required changes as to how police conducted investigative interviews.

PEACE stands for preparation and planning; engage and explain; account clarification and challenge; closure and finally evaluation. The basic function of the PEACE model is to develop interviewing skills and this skill development begins at the recruit level.

The first recommendation in "Reforming Investigative Interviewing in Canada," calls for Canadian police to have a standardized investigative interview training program, much like that in the U.K.

According to the U.K. National Policing Improvement Agency (NPIA) briefing paper on its national investigative interview-

Canadian police can learn from the PEACE model of investigative interviewing used by police in the United Kingdom.

ing strategy, all officers are trained to be able to interview victims, witnesses and suspects for priority and volume investigations. Interview training begins at the recruit level and is reinforced through refresher courses. Interviews are reviewed and evaluated and feedback is provided.

There are higher levels of training for detectives who may proceed to a specialist role (witness, suspect or both) and then may go on to be interview advisors. In order to qualify for advanced training every officer must demonstrate a proficiency at their current level and submit interviews as evidence of their skill level. Officers would have to have had interviewed a large number of people and applied lessons learned as well as feedback from evaluations.

Advanced training classes are small and interviewers are expected to achieve a certain level of expertise in order to pass the course. These advanced course trainees conduct several interviews over a number of weeks and they are expected to improve. They will be evaluated by instructors and peers alike and will be able to watch others as they apply their training. It is an immersive training environment where officers learn by doing. Not every officer will pass and those who do are expected to maintain a high skill level in the field.

DEDICATED TRAINING UNITS

The article's second recommendation calls for Canadian police services to create dedicated investigative interviewing training units. This ties in with the standardized training program. While it may not be realistic for smaller services to have such units or trainers they could enter into agreements or protocols with larger services to provide training.

These trainers would receive specialized training in providing the standard interview program including the more advanced courses. Every member of a police service would receive the basic course and detectives would receive the advanced training.

The immediate costs would be absorbed up front but considering how much it costs to send officers to various interview courses, including hotels and meals, it makes economic sense to have this training in-house.

FINDING A CONSENSUS

The article's third and very likely toughest recommendation called for the Canadian Association of Chiefs of Police and the Canadian Police Association to support a standard investigative interview program centered around the PEACE model. Although coming to a consensus on a national standard interview protocol could be difficult, the potential for such a positive impact on our justice system is at least worth the debate. International experts may be able to assist in this regard.

INVESTIGATIVE INTERVIEWING IS, WITHOUT A DOUBT, ONE OF THE MOST IMPORTANT FUNCTIONS OF POLICING.

ACADEMIC PARTNERSHIPS

Finally, the appeal for police and academics to work together to improve interviewing practices is attractive. It's been done in the United States and when that happened the Cognitive Interview was born. Globally, the cognitive interview is perceived to be the best interview technique for interviewing witnesses and victims.

The PEACE framework was developed when psychologists and police officers worked together and it, too, is seen as international best practice. With the assistance of researchers, police interview training could be based on scientifically validated material.

Police services could benefit from having their interviews evaluated and studied. This could assist with program development delivery and foster international relationships with other researchers and practitioners.

NEW ZEALAND EXPERIENCE

The New Zealand Police conducted an assessment of their training standards and a review of investigative interview training available worldwide. As far as their training status was concerned, they had some of the same issues we currently have in Canada — a lack of a national standard, a lack of training and guidance.

The review of the investigative interview models compared the pros and cons of them all. From this comprehensive review they decided that the British PEACE model was what they needed for their national police service.

In brief, it was recommended that they adopt ethical principles, a national training program, implement investigative interviewing units and a move away from confessions. That was near the end of 2007.

By June 2010 they have seen a shift. Interviewers are focusing on getting accurate and reliable information from interviewees and away from confessions. Almost 6,500 members have been trained at the basic level and they recognize the value of both the Enhanced Cognitive Interview technique and research into investigative interviewing.

There were growing pains to be sure, but they had assistance from British experts and now have their own experts in the field of investigative interviewing. Considering the size of their police service and the logistics involved, the New Zealand Police have done an incredible job at implementing a complete interview training schedule.

CONCLUSION

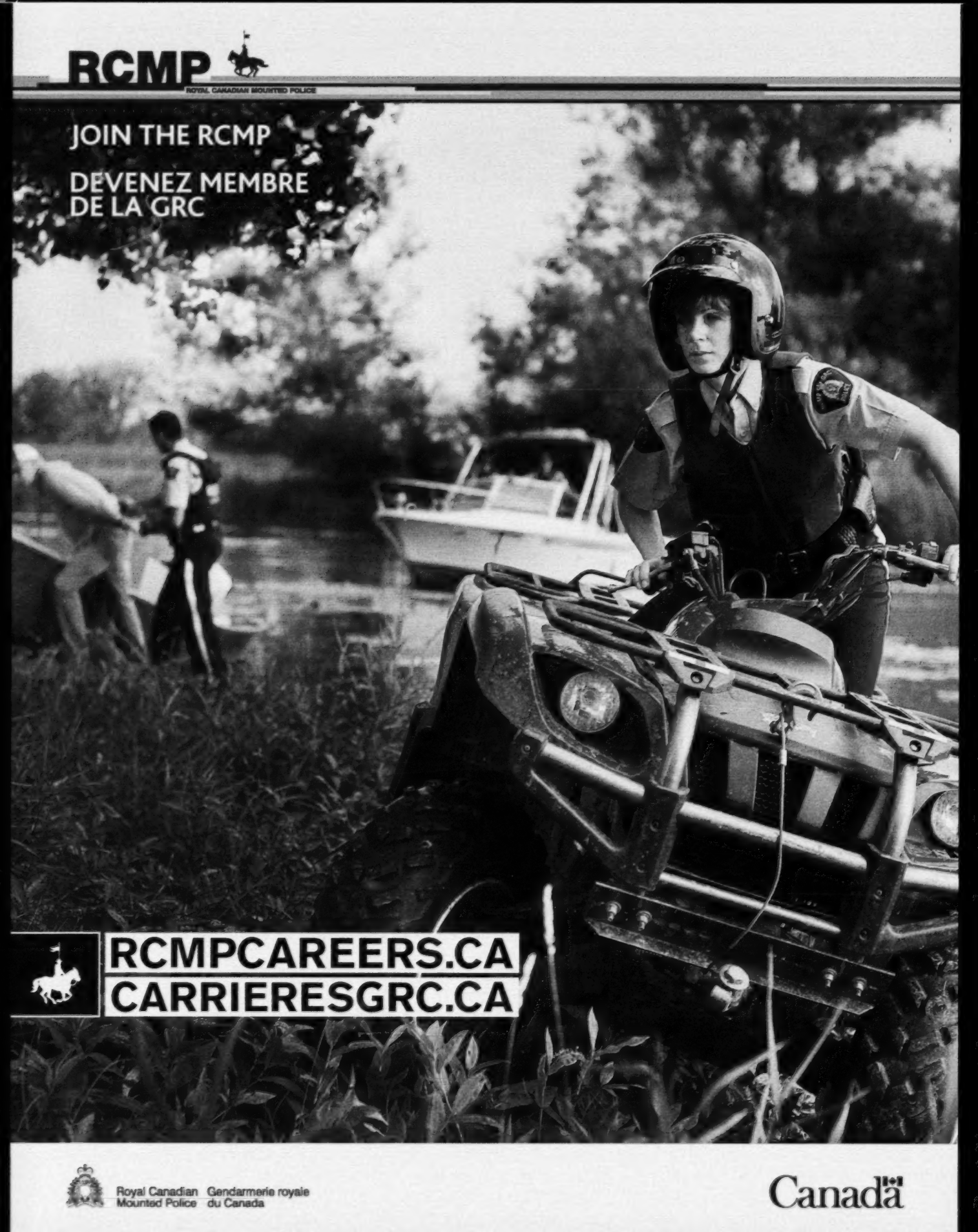
Where does that leave Canada? We have an incredible opportunity to learn from other Commonwealth countries about how they implemented the PEACE model to suit their domestic needs. England, Wales and New Zealand have recognized a need for change. And where the U.K. was legislated to shift their culture, the New Zealand police did so voluntarily, albeit with some obstacles.

We have seen the beginnings of a shift here in Canada. The Royal Newfoundland Constabulary is well on its way with respect to implementation of international best practice. It has arguably developed the first exhaustive investigative interview training program in Canada. And it has taken large strides to professionalize the role of the investigative interviewer, much like the British PEACE model emphasizes interviewer development as one of its core values.

Canadian police can learn and benefit from the Newfoundland, British and New Zealand experiences.

A national training standard could involve training every police officer in the country to a basic and adequate level of interviewing skill. We could incorporate a training regimen that would include using international best practices and the use of research. We could promote research partnerships to develop our own Canadian experts to help deliver the best progressive standards that we can.

Other countries have made the move to PEACE and, even if you disagree, it's at least worth asking about. ◆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